AUGUST 24TH 1918

The Moving Picture Weekly

VOL. 7 NO. 1

Marie Walcamp in "A Whirlwind Finish"

A Western Two-Reel Drama

Diana, rich young orphan had many suitors. The most persistent and the most disliked was Trotwell, a lounge-lizard.....

One day she met.....,

Book and boost this rising young Star:

Edith Roberts

in

"THE LOVE SWINDLE"

- The kind of a refreshing Photo Play that sends your Crowds away happy and pleased

Book thru your local BLUEBIRD Exchange
or BLUEBIRD PHOTOPLAYS, Inc. 1600 Broadway NEW YORK

A girl from the sea crawled up on the motor boat and cried "Hold up your hands!" James did it. —"Brass Bullet," Episode II.

"I'm doing this for you," said the mysterious aviator. "I'll get that million dollars this very night."—"Brass Bullet," Episode II.

Jack James bore the unconscious form of Rosalind into her cottage. He was becoming deeply interested. — "Brass Bullet," Episode II.

"Do you know, I like your eyes, little girl?" said Jack, "and whatever happens, I'm going to see you through." — "Brass Bullet," Episode II

"Hello, what have we here." Jack had been disturbed and now saw a surprising thing happen.—"Brass Bullet," Episode II.

As he entered the strange room the man pressed a button and began to sink through the floor. — "Brass Bullet," Episode II.

A shot rang out in the night. Rosalind sat up in bed with a start. It had been a night of terror. —"Brass Bullet," Episode II.

As Jack contemplated the inexplicable scene before him a hand was raised to destroy this witness.—"Brass Bullet," Episode II.

Easily -The Class of the Comedy Field

LYONS-MORAN STAR COMEDIES

THE LIST OF EXHIBITORS

using LYONS-MORAN STAR COMEDIES all over the country is growing bigger each succeeding day. Exhibitors who are tired of the cheap slap stick stuff, who want high class wit and humor with screamingly funny situations and still funnier action, will immediately book all the LYONS-MORAN COMEDIES as fast as they are released. Your nearest Universal Exchange will gladly screen any of the past releases. Go there today and see them.

Book thru your nearest Universal Exchange, or communicate with the UNIVERSAL FILM MFG. Co., "Largest Film Mfg. Co. in the Universe," CARL LAEMMLE, Pres., 1600 B'way, N. Y.

MEMBER OF THE NATIONAL ASSOCIATION OF THE MOTION PICTURE INDUSTRY

THE MOVING PICTURE WEEKLY

A MAGAZINE FOR MOTION PICTURE EXHIBITORS

Published Weekly by the MOVING PICTURE WEEKLY PUB. CO.
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PAUL GULICK, *Editor* JOE BRANDT, *Bus. Mgr.*
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Vol. 7. AUGUST 24, 1918. No. 1

Newspaper Cooperation in Anti-Yellow Dog Campaign, which Begins to Assume Large Proportions

THE practical "Win the War" campaign being conducted by the Jewel Productions, Inc., in connection with the visualization of "The Yellow Dog," has spread throughout the country so rapidly and grown to such huge proportions that the greatest expectations of the company have been surpassed, and Henry Irving Dodge, author of the now famous *Saturday Evening Post* story and founder of the campaign against the Yellow Dog menace, says that his fondest dreams have been more than realized.

In addition to the Chambers of Commerce and patriotic societies that have already been reported as sponsors of the campaign in various cities, many great newspapers have taken up the work of organizing the boy power of their cities in co-operation with the leading picture theatres. In several cities this plan has been reversed by the most prominent exhibitor assuming charge of the campaign and securing the co-operation of all the newspapers in his territory. This latter plan gives the widest publicity to the movement and is made possible by the fact that every phase of the campaign that is suppressing the destructive influence of Hun propaganda, is entirely free of commercialism and is in no way associated with the picture that will later be released to do its share in converting the yellow dogs into thoroughbred patriots.

One of the biggest Anti-Yellow Dog Clubs in the country to date is in Dallas, Texas, where the Dallas Dispatch is "whooping" up the drive in association with the leading picture houses and legitimate theatres. A big street parade in which over one thousand members participated was conducted by this paper last week, and after being reviewed by the Mayor, Jos. E. Lawther and Mr. Harry Olmstead, Chairman of the Council of Defense, the paraders were presented with membership badges that were honored by the Old Mill Theatre for admission at a special performance. Other special performances have been given as part of the big Yellow Dog rallies in Dallas, and still others are planned to keep the campaign going at full speed.

In Buffalo, New York, *The Buffalo Courier* and *The Buffalo Inquirer* have started the drive on the Yellow Dogs as suggested by Mr. Dodge's story; while in Rochester, N. Y., the *Rochester Herald* has taken up the work of making that city 100 per cent. American through the efforts of an Anti-Yellow Dog Club.

In Los Angeles the *Express Tribune* has already started the movement and is waging a vigorous campaign against the spread of subtle German propaganda. In San Francisco, *The Bulletin*, *The Chronicle*, *The Examiner*, *The Daily News*, and *The Call* are co-operating with the San Francisco Branch of Jewel Productions in furthering the Yellow Dog Campaign, and throughout the middle-West and the South hundreds of newspapers are supporting the American offensive at home.

One of the most pleasing features of the unique campaign to stem the tide of verbal Prussian propaganda is the enthusiasm of the theatre managers who have undertaken the formation of Anti-Yellow Dog Clubs. It is reported that in each case the exhibitor has gone into the campaign solely for the National good and without thought of the popularity it attracts to his theatre. As an illustration of the spirit in which the work is being undertaken by these men, Charles J. Giegerich, who is directing the campaign from New York City, makes public the following letter from Ross A. McVoy, manager of the Morgan and Cornell Theatres of Auburn, New York.

ANTI-YELLOW DOG CLUB.

Dear Sir and Brother American:

I am with you heart, soul and body.

As for the Mayor and Chief of Police—two of the finest boys that ever lived—will they co-operate?—Will they?—You bet your last meal-ticket they will.

Rush on at once, all the necessary articles to sign up the boys with, such as enrollment blanks, membership cards and everything to make it a huge success from the word "go."

Send me the prepared newspaper stories you have and after that I'll show you copies of the press dope I work out locally and let you censor it as you deem most expedient. Be sure to send me three or four posters for recruiting.

Our lobby will be a veritable "Yellow Dog" Death Sign as soon as I get your booklets, badges, etc. I will also visit the other towns in the county and help appoint organizers.

I am,

R. A. McVOY.

TITLES FOR SCENES FROM CURRENT EVENTS, No. 66, ON OPPOSITE PAGE.

1. James Montgomery Flagg repaints Marine Recruiting posters as corps of marines march by New York Library in War Savings Drive.

2. Out in Frisco they teach each marine how to swim. Here you see them going through the movements on land before they get into water.

3. Ambulance corps gives first aid to a wounded German prisoner picked up by American soldiers on the Marne Battle Field.

4. Miss Anna Joyce, famous prima donna soloist while the Highland Band aids the United States Naval Band in boom to aid British recruiting in America.

5. Another job for the girls. Hanging wallpaper comes easy to the chorus girls from the "Rock-a-bye Baby" Company. They might even form a Paper Hangers' Union.

6. President of the Standard Air-Craft Company makes delivery to Post-Office Department of six new airplanes to be used in the air-mail service of the war department.

NOTE.

THE third article on "Fronts That Pay," profusely illustrated by courtesy of Menger, Ring and Weinstein by beautifully framed examples of the best in lobby display, will be found on pages 34-35. Thousands of exhibitors are reading this series and better lobbies should be the result everywhere.

SCENES FROM CURRENT EVENTS No. 66.

(Titles on page opposite)

AN EXPLOSIVE L-KO

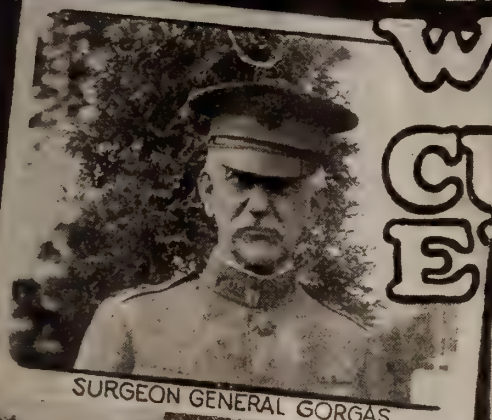
Packed Full of Laughs

"A BUM BOMB"

Featuring "CHARLIE THE EDUCATED OURANG"

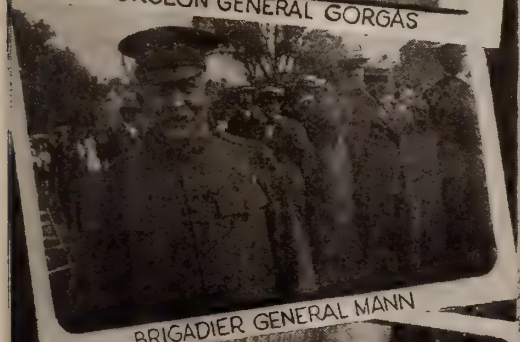
BOOK THRU YOUR NEAREST UNIVERSAL EXCHANGE OR
UNIVERSAL FILM MFG. Co., 1600 BROADWAY
CARL LAEMMLE, PRESIDENT

UNIVERSAL ANIMATED WEEKLY and CURRENT EVENTS



SURGEON GENERAL GORGAS

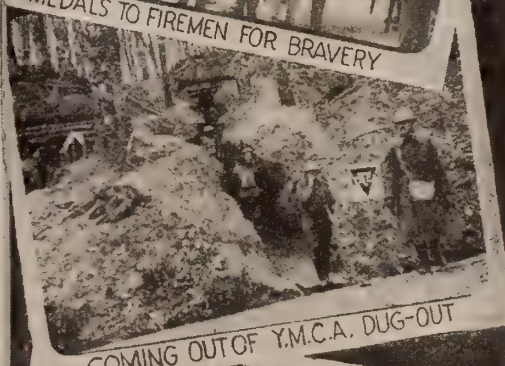
GIANT HANDLEY PAGE AEROPLANE MACHINE



BRIGADIER GENERAL MANN

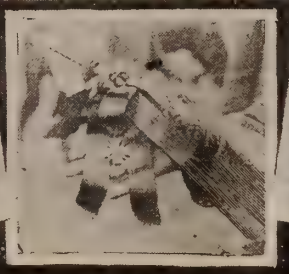
MEDALS TO FIREMEN FOR BRAVERY

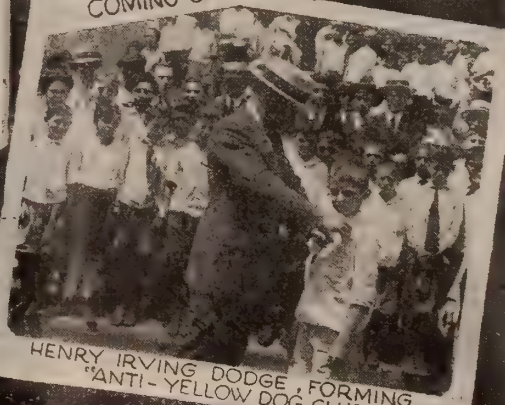
POSTMASTER GENERAL BURLESON



COMING OUT OF Y.M.C.A. DUG-OUT

RABBI STEPHEN WISE, SHIPBUILDER





HENRY IRVING DODGE, FORMING "ANTI-YELLOW DOG CLUBS"

AS BIG RIGHT NOW

as your biggest feature each week and growing bigger in pulling power, UNIVERSAL ANIMATED WEEKLY and CURRENT EVENTS are your best money getters to-day.

MILLIONS OF PEOPLE

breathlessly await each week's war pictures to see if they can see their own boys in the war—to see what our Army and Navy are doing.

HOW CAN YOU RUN

a show without these vital war weeklies and news in pictures of all the world's biggest doings? You're losing money if you're not showing them each week.

YOUR NEAREST UNIVERSAL

Exchange will give you more particulars, terms, prices, etc. Communicate with them NOW. Universal Film Mfg Co., CARL LAEMMLE, Pres., 1600 Broadway, New York.

PRESS SHEET

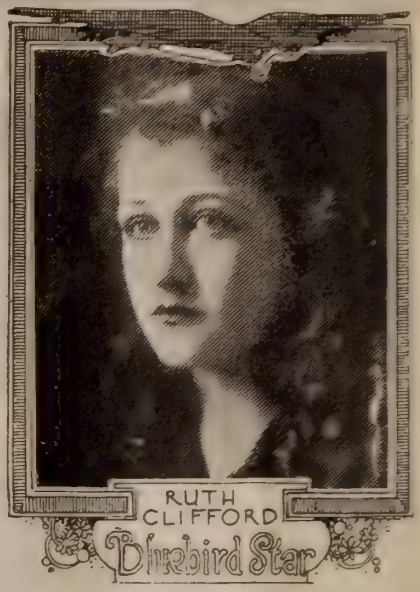
FOR

RUTH CLIFFORD

IN

"Fires of Youth"

BLUEBIRD PHOTOPLAY



THE STORY.

(*Copyright* 1918, *Bluebird Photoplays, Inc.*)

LUCILE LINFORTH, a radiantly beautiful girl of twenty-two, is married to a rich man of twice her age who has long since lost the art of love. In desperation Lucile tries to awaken desire in his heart when she sees around her the working out of nature's greatest law. Content to have her as a beautiful hostess at his table and to lavish fine clothes upon her, John Linforth forgets that his wife needs something beside money. The love instinct is dead within him.

Into his home comes Ronald Standish, a clean-cut young fellow sent to Linforth by a friend, to whom he is under obligation. Ronald and Lucille realize with misgivings that they are in love. They decide to elope but before they get out of the garden, Ronald's better self comes to his rescue and they part happy that they have been strong enough to resist the "fires of youth." Their love-making in the garden, however, has been seen by a thief who has entered Linforth's study and stolen some bonds. The theft of these is discovered the next day, and at the same time Linforth seems Ronald's cigarette case, proving that he had been there the night before.

The thief brings the bonds to Ronald, knowing that he will not dare refuse to buy them. Rather than compromise Mrs. Linforth Ronald buys them and declares to Mr. Linforth that he stole them. Lucille will not permit this sacrifice, however, and the straight-forwardness and self-sacrifice of them both make Linforth realize that the whole thing was his own fault.

After a terrific struggle with himself he gives Lucille a divorce so that Standish and his wife may marry.

Story by Rupert Julian and E. J. Clawson.

Scenario by Fred Myton.

Directed by Rupert Julian.

CAST.

John Linforth	**Ralph Lewis**
Lucile Linforth	**Ruth Clifford**
Ronald Standish	**George Fisher**

NOTES.

The name of Rupert Julian attached to a picture as a director commands more than ordinary interest. He was the portrayer and producer of "The Kaiser, the Beast of Berlin." He directed Ruth Clifford in her latest Bluebird Photoplay, "Fires of Youth," Theatre, on .....

Although Ruth Clifford was co-starred with Monroe Salisbury in a number of Bluebird Photoplays, "Fires of Youth," which comes to ..... Theatre, on ....., is her second production as a star in her own right. The first was "Midnight Madness." "Fires of Youth" was directed by Rupert Julian who not only directed "Midnight Madness," but produced the greatest money-maker of the year, "The Kaiser, the Beast of Berlin."

Although Ruth Clifford is less than twenty and has been on the screen less than two years she is making her second stellar appearance in the Bluebird Photoplay, "Fires of Youth," which will be seen at ..... Theatre, on ..... It was directed by Rupert Julian, director of "The Kaiser, The Beast of Berlin."

FOR THE HERALD.

AN old man sat in his palatial study late at night immersed in an endless chain of business statistics. The table-lamp threw deep shadows into his furrowed face and gave a mocking sheen of gold to his thin white hair.

The door opened quietly and into the room tip-toed a radiantly beautiful girl with a shimmering silk robe over her night dress. It was his wife. A strange errand lured her from the loneliness of her boudoir and drew her to her husband's study. She was on a quest for love.

But he turned away from her, not unkindly, and resumed his aggravating statistics as she returned to her chambers with love flaming at white heat in her heart.

Like tinder to her desire was the arrival at the home of Ronald Standish, a young man, who fought against the tentacles of love and finally submitted to her charms.

What happened? What could happen?

If you must know go to the ..... theater tonight and see Ruth Clifford as Lucile Linforth in "Fires of Youth." a photoplay of exceptional appeal as directed by Rupert Julian.

AT A GLANCE.

STAR: Ruth Clifford.

PREVIOUS HITS: "Midnight Madness" and many Monroe Salisbury successes in which she co-starred.

DIRECTED BY: Rupert Julian, who produced the year's greatest money picture, "The Kaiser, the Beast of Berlin."

SCENARIO BY: Fred Myton.

SUPPORTING CAST: Ralph Lewis and George Fisher as the two principal supporting characters; a village priest, society folk and police officers.

LOCALE: A palatial town-house, its surroundings, and the interior of a village Catholic chapel.

THE TIME: Now.

THUMB-NAIL THEME: Lucile Linforth, a beautiful girl, is married to a man twice her years who has lost the art of love. She tries to awaken in him the instincts of fatherhood, and in failing, turns unconsciously to a young man who was brought under her husband's roof by circumstance. In the end her marriage to him is made possible.

ADVERTISING PUNCHES:

1.—The plot of a young wife and an old husband brought to a wholesome climax.

2.—The beauty of the star.

3.—Rupert Julian's name as the director.

4.—The daring scene of a young woman trying to arouse desire in her doddering husband.

5.—A frank statement that love frequently dies in the boudoir.

Ruth Clifford, the dainty star of "Fires of Youth" which will be seen at ..... Theater, on ....., has a new leading man in the person of George Fisher. He has played with almost every feature company on the Western coast. They make a very interesting looking pair.

Although the "Fires of Youth" treats of a daring subject, the same being the attempt of a young wife to arouse the desire for paternity in her aged husband, it has been exquisitely handled by the director Rupert Julian and is as delicately played by Ruth Clifford as star. "Fires of Youth" will be seen at ..... Theatre.

ADVERTISING DISPLAY LINES

Better a Poor Man's Wife Than a Rich Man's Plaything.

Love Never Dies With His Boots On.

Nature's Greatest Law Made Her An Outlaw.

She Fanned the Flame of An Old Man's Love and Saw the Embers Die.

Love Has a Toll-Gate On the Highway of Life.

He signed Away His Liberty To Save the Girl He Loved from the Pain of Veiled inference.

He worked Eight Hours and Slept Eight Hours. That Left Eight Hours for Love.

A DARING THEME EXQUISITELY HANDLED.

"Fires of Youth "with Ruth Clifford as Star Was Directed by Rupert Julian.

LUCILE LINFORTH, the young and beautiful wife of an old man in whose heart the fires of love were ashes, looked from her boudoir casement and saw around her the working out of nature's greatest law.

She saw it in the lives of the birds that nested in the stately trees of the estate, in the kennels where shaggy mother dogs taught fuzzy little balls of downy fur to walk without falling over their front feet. All around her she saw the majesty of birth and marvelled. It meant nothing to her, however. It was a thing unattainable.

When she tried to play upon the heart-strings of her husband he turned her away and drifted back into a maelstrom of business statistics. Small wonder then that the beautiful Lucile Linforth experienced the love of youth for youth when Ronald Standish, a young friend of the family, came to live with them.

Ruth Clifford plays the role of Lucile in "Fires of Youth," a Bluebird photodrama with a daring theme and a delicate presentation. It is directed by Rupert Julian, who produced "The Kaiser, the Beast of Berlin."

If you would see the lovely Ruth Clifford in a role that calls for her utmost in artistry, see "Fires of Youth" to-night at the ..... Theater.

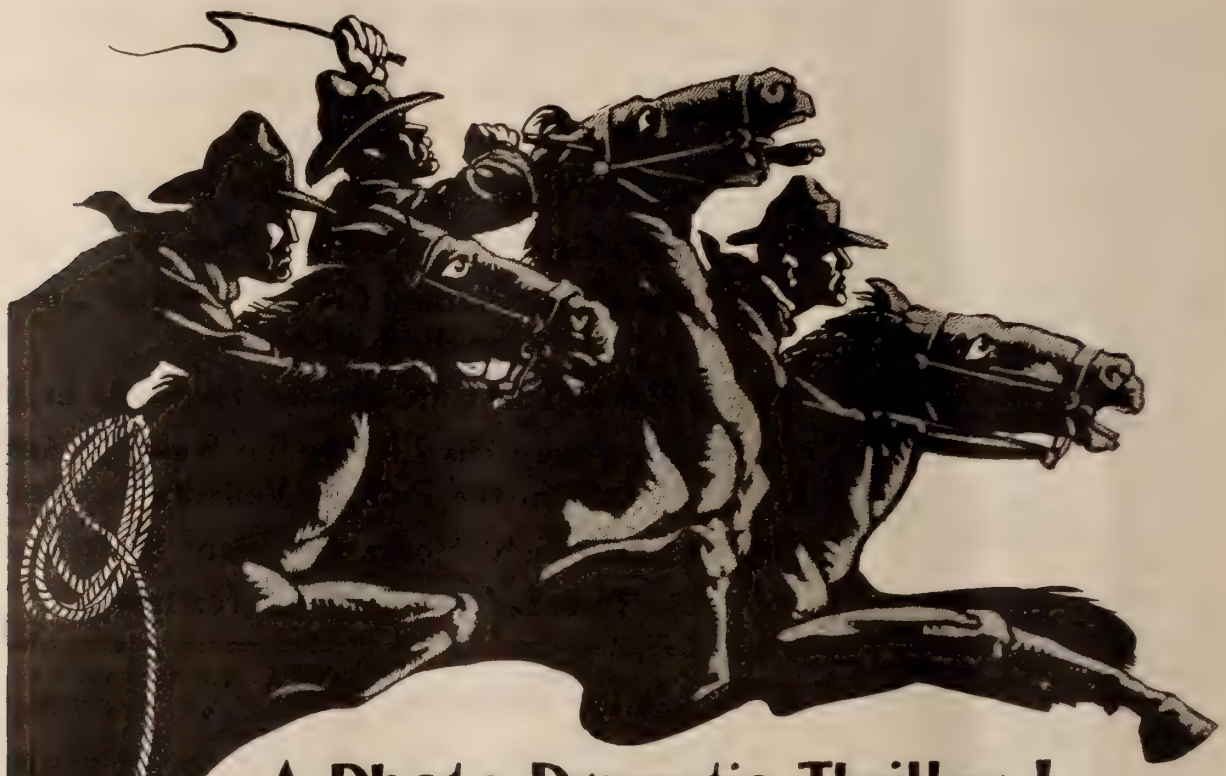
FOLLY OF YOUTH MATING WITH AGE.

There Is Bound to Come a Reckoning As Will Be Seen in "Fires of Youth."

RUTH CLIFFORD, whose beautiful face and superb acting gave luster to "Midnight Madness" in which Bluebird photoplay she co-starred with Kenneth Harlan, is at the ..... Theater, a star in her own right. The beautiful girl has become favorably known for her work in support of Monroe Salisbury and other stars and her own starring day was only delayed for want of a suitable vehicle for her artistry. In "Fires of Youth," the Bluebird masterpiece now at the ..... Theater, Ruth Clifford appears as Lucile Linforth, the young wife of an old husband.

The Bluebird was directed by Rupert Julian, who produced "The Kaiser, the Beast of Berlin." In it Ruth Clifford depicts with beautiful delicacy a daring theme based upon the unsuitability of age to youth.

Ralph Lewis, who plays the role of the elderly husband in the Bluebird features "Fires of Youth" which comes to ..... Theater on ....., was born in Evanston, Illinois and educated at Northwestern University. He has had a long stage career as well as six years in motion pictures, starting with the old Reliance. He has also an important part in the new Dorothy Phillips special attraction, "The Talk of the Town."



A Photo Dramatic Thriller !

Harry Carey

The Popular Western Star in

"Three Mounted Men"

If You've Played any of the

late HARRY CAREY Productions, we needn't mention one single word about your booking and boosting to the very limit, this latest release, "THREE MOUNTED MEN." No Western ever filmed surpasses this one, for speed, suspense, and thrilling dramatic action. It's a genuine high class UNIVERSAL SPECIAL ATTRACTION if there ever was one released by the Universal. Advertise this production to the limit. It will more than make good. Use the special newspaper ad. See your Exchange.

Book thru your nearest Universal Exchange, or communicate with the UNIVERSAL FILM MFG. CO., Largest Film Mfg. Co. in the Universe, Carl Laemmle, Pres., 1600 Broadway, New York.

"She asked for bread and you gave her pearls!"
Mary MacLaren
the American Beauty of the Screen
in
"BREAD"
SEE this great big vital drama of stage life, wealth and a care-free young millionaire. See the struggle of the young and beautiful girl to retain her self-respect and honor. See the treacherous traps set for her—see how she falls into the meshes of the viper. See how she saves herself. See Mary MacLaren, the American Beauty of the Screen, in this big story told in a big way.
{ Your Theatre Name Here }
ALWAYS THE BEST PICTURES SHOWN HERE

T. C. Cut No. 35—Mat 20c.

Newspaper Ad For Mary MacLaren in "BREAD"

YOUR nearest Universal Exchange will supply you with mats of this newspaper ad for MARY MAC LAREN in "BREAD." They will also supply you with mats for all Universal Special Attractions, and all mats of ads on Bluebirds. These mats save you loads of time and expense in preparing your newspaper ads for feature pictures. Arrange with your Exchange to get all these mats regularly. If your Exchange can't supply you with mats on "BREAD" write to the Adv. Dep't of the Universal Film Mfg. Company, 1600 Broadway, New York City.

Dorothy Phillips

as the Girl who bartered her Soul to save her Sweetheart; ..... in the gripping Universal Special Attraction.

"THE MORTGAGED WIFE"

A TREMENDOUSLY gripping story of a beautiful woman whose life was mortgaged away, and who reaped a terrible revenge on the man she thought she hated and who later she learned to love. Worthy companion play to Dorothy Phillips' past big successes including "Pay Me," "Broadway Love," "A Doll's House," "The Risky Road" and others. Book this great play and greater picture.

Book thru your nearest Universal Exchange, or communicate with the UNIVERSAL FILM MFG. CO., "Largest Film Mfg. Co. in the Universe," CARL LAEMMLE, Pres., 1600 Broadway, N. Y.

UNIVERSAL SPECIAL ATTRACTION

"What.... me marry you?
...I want a Real Man..."

Harry Carey

with Mollie Malone & Betty Shade in Owen Wister's Story "Lin McLean". Read and enjoyed by Millions.

"A WOMAN'S FOOL"

PICTURE Harry Carey as foolish, easy going, beloved "Lin McLean" in Owen Wister's great story. Picture the wit and humor of Lin McLean falling in love with two pretty girls and getting away with it, too.

If your imagination is good and your showmanship talents are working in good order, you'll wire for this HARRY CAREY PRODUCTION in a hurry. It's a delightful CAREY picture, a UNIVERSAL SPECIAL ATTRACTION that will get the top money for you. Remember—advertise it BIG. Your exchange will furnish you with striking newspaper ad—mat form.

"Who is the other Woman, Lin?"

Book thru your nearest Universal Exchange, or communicate with the UNIVERSAL FILM MFG. CO., "Largest Film Mfg. Co. in the Universe," CARL LAEMMLE, Pres., 1600 Broadway, New York.

The Combined Verdic
from every sectio

UNIV
SPECIAL

—is conclusive proof that this is the season for UNIVERSAL SPECIAL ATTRACTIONS. With a coterie of renowned Stars in big pictures, you are able to meet and beat most any competition, offering your patrons a series of pictures that are not surpassed by any productions on the market. Everything that goes to make the finer type of productions —lavish sets, specially selected stories, superb direction, crystal clear photography and BIG STARS are yours at a rental price you can afford, a price that is fixed entirely by the merits of each production.

Book thru your nearest Uni
with the UNIVERSAL FIL
the Universe, Carl Laemmle,

of Thousands of Exhibitors
of the United States on

ERSAL ATTRACTIONS

With such big winners as Mae Murray in "THE BRIDE'S AWAKENING"—Dorothy Phillips in "A SOUL FOR SALE"—Priscilla Dean in "THE TWO-SOUL WOMAN"—Herbert Rawlinson in "SMASHING THROUGH"—Harry Carey in "THREE MOUNTED MEN"—Mary MacLaren in "THE MODEL'S CONFESSION" you have a series that will play capacity, bring your house prestige and class and return you big dividends. Communicate with your nearest Universal Exchange and secure a special private trade exhibition of all these Universal Special Atractions.

l Exchange or communicate
FG. CO., Largest Film Mfg. in
., 1600 Broadway, New York.

THE world is hungry for laughter . . . Millions are seeking out those theatres that show plenty of comedies . . good comedies. Your chance to keep the crowds coming is the best in the world if you show L-KO'S. Book "HER WHIRLWIND WEDDING." Let your public know you're showing L-KO'S. Begin NOW and show them all. Boost beautiful Eva Novak and funny Bob McKenzie. They'll help fill your house.

Book thru your nearest Universal Exchange, or communicate with the UNIVERSAL FILM MFG. CO., "Largest Film Mfg. Co. in the Universe," CARL LAEMMLE, Pres., 1600 Broadway, New York, N. Y.

"Just a Word to You Mr. Exhibitor on my Latest Pictures"

I want you to do me the personal favor of seeing my latest picture—"BREAD"—to be released as a UNIVERSAL SPECIAL ATTRACTION. I want you to note the character of plot, the startling contrast between the old New England Spinsters and the Bohemian fast set of New York.

I want you to see whether or not the action, scenes and sets in the exposure of Gotham's gilded palaces rings true or not. I want you to note the wardrobe worn by myself and Miss Fox as well as others throughout the picture.

I want you to see the truthful way we have screened the expose, of how the Million Dollar Show Girlies live and love. You recall my first production, "SHOES." Do you remember what Exhibitors said about the title being weak—wouldn't pull, etc., etc.

If you played that picture you surely recall the splendid results you had.

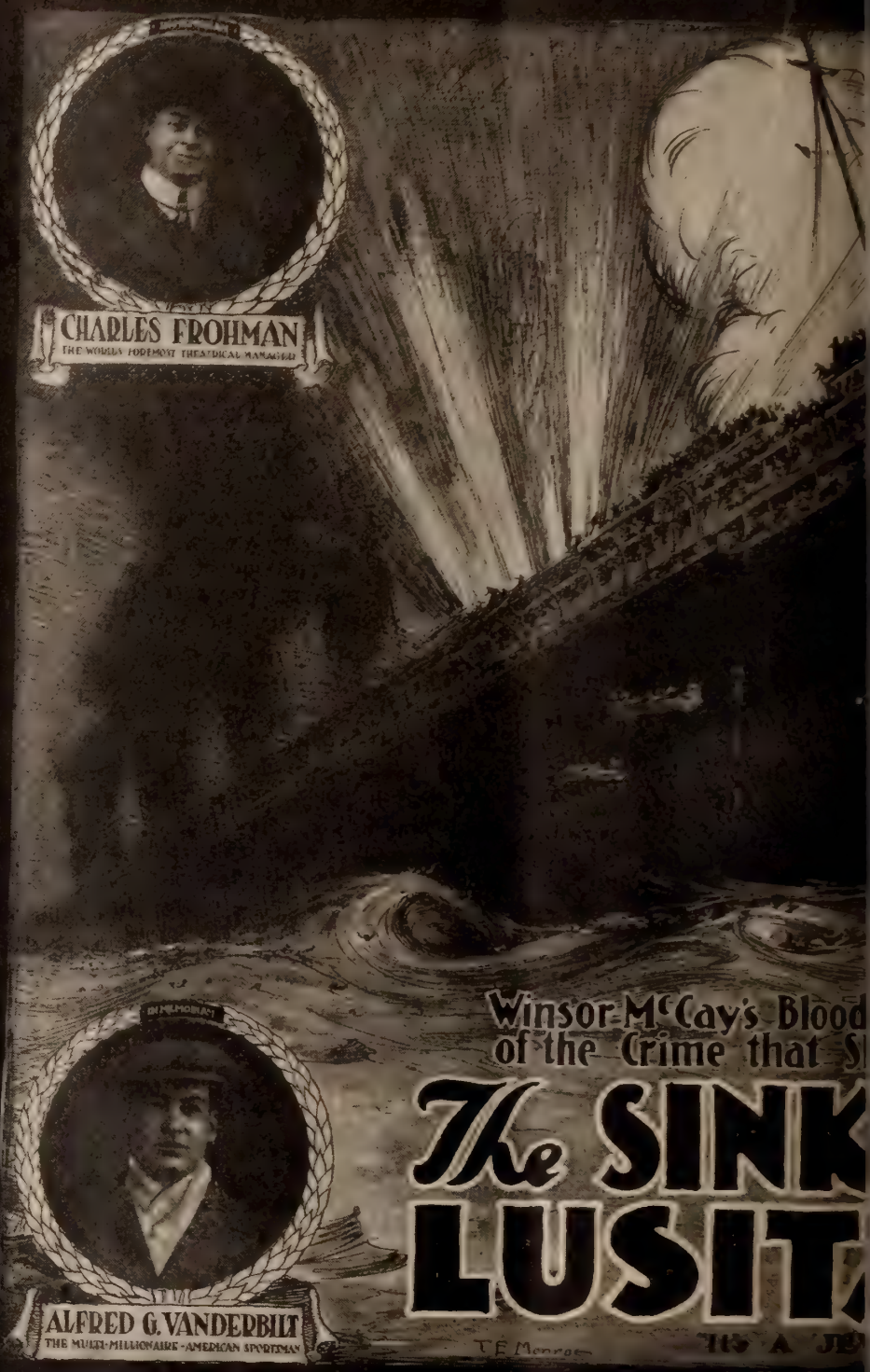
No doubt you also recall my picture, "Saving the Family Name," also "Idle Wives" and "The Mysterious Mrs. M." In spite of the fact that many Exhibitors have told me personally that all these pictures were winners, I still believe my latest picture, "BREAD," is the best of them all. At least, I want you to see it and pass your opinion.

I am cast for several new productions that will equal or surpass any of my former efforts. Watch for them, and in the meantime go and see "BREAD." It's a UNIVERSAL SPECIAL ATTRACTION.

Cordially yours,

Mary MacLaren

'Twill burn in your brain— forever!



Millions will never forget the atrocious crime of "The Sinking of the Lusitania"

Millions want to see this never-to-be-forgotten picture. You can "clean up" with it.

SHOW IT NOW!

JEWEL Productions Inc.
1600 Broadway, New York City

The Picture that will never have a Competitor

Made

from 25,000 drawings on gelatine, by the famous artist, Winsor McCay requiring 22 months of work. The most dramatic, exciting, thrilling picture ever ... shown in your house. Use our Special Ads and Posters. Get the cream by booking it ... now thru any Jewel Exchange

or

JEWEL Productions
1600 Broadway, New York City

An Open Letter to Messrs. Ruben & Finklestein

Minneapolis, Minn.

Gentlemen:

Isn't it true that the people of the City of Minneapolis are just as keen for really fine pictures, as the people of Los Angeles, Boston, Chicago, New York, Philadelphia and the other Metropolitan centers?

If you grant that much, it necessarily follows that your public will welcome our UNIVERSAL SPECIAL ATTRACTIONS the same as these productions have been received in all these other cities.

If Stars mean anything to you, then Mae Murray, Dorothy Phillips, Priscilla Dean, Herbert Rawlinson, Mary MacLaren and Harry Carey must appeal to your good business judgment as drawing cards De Luxe.

If stories, (unusual stories) fine directing, lavish sets, and superb acting are what your public wants, then you must recognize the extraordinary character of UNIVERSAL SPECIAL ATTRACTIONS, particularly when each production stands entirely upon its own merits, the rental price being in exact proportion to the power and value of the play.

Whether your booking schedule is completed or not, it will pay you or your representatives to witness a private exhibition of these Productions if for no more than to compare these gilt edged pictures with all of the finest pictures on the market. Call up the Universal Film Exchange, 719 Hennepin Avenue, Minneapolis, and allow them to arrange a private showing of some of the latest of our UNIVERSAL SPECIAL ATTRACTIONS.

Very cordially yours,

Carl Laemmle

SCENES FROM ANIMATED WEEKLY No. 36.

Women War Workers, ambulance drivers, and munition makers honor silver wedding day of Britain's royal couple.

Between dropping death bombs and destroying Hun submarines, Yankee sailor boys manage to have a bit of entertainment aboard ship.

One of United States' heavily camouflaged destroyers in port from a submarine hunt. Somewhere in England.

Hundreds of recruits for the Navy say farewell as they leave for Newport Naval Training Station.

An exemplification of how American School Authorities are caring for their charges during the hot weather.

General Paul Pau and Marshal Joffre's former aid who lost an arm in the Franco-Prussian War of 1870, en route to Australia.

A Revised Version of
LOIS WEBER'S
Sensational "SCANDAL" Production
One of the most talked about Photo Dramas ever screened.
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Bewitching

Carmel Myers

- in one of her quaintest and most piquant— photoplays...

"The DREAM LADY"

DAINTY, winsome CARMEL MYERS, heroine of a series of successes, comes back again with another splendid play—"THE DREAM LADY."

Book "THE DREAM LADY." Boost it. Give your patrons something quite different in the way of high-class dramatic entertainment.

Book thru your local BLUEBIRD Exchange, or communicate with BLUEBIRD PHOTOPLAYS (Inc.), 1600 B'way, N. Y.

WHEN PARIS GREEN SAW RED.
Nestor Comedy with Neal Hart.

CAST.

Brother Piousface	Neal Hart
Nervous Fingered Pete	Joe Rickson
Bill Berrydeep	Wm. Gillis
Blue Bell	Janet Eastman

THE town of Paris Green put a crimp in the desert at its very edge. Its leading physician, Dr. Colt, used pills that were a sure cure for every illness. Its leading citizen, a ferocious undertaker, was Bill Berrydeep, who was present at every reception given by Nervous Fingered Pete, the best revolver shooter in Paris Green.

Into this lay-out came Brother Piousface whose object in life was to make the world a better place to live in. The reception he received was along the most approved Paris Green lines and the Sky-pilot decided to evacuate the next day.

But during the night a strange thing happened. His spirit changed places with that of Pete and in the morning Piousface marched around with Pete's gun to clean-up Paris Green, and in less than a week it was eating out of his hands. You might say then that Paris Green saw white.

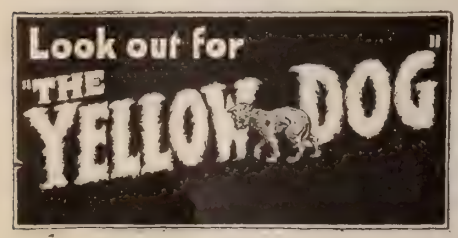
ALICE HOWELL
in
"BAWLED OUT."
Two-Reel Century Comedy.

(*Copyright* 1918, *Century Comedy Co.*)

CAST.

Bessie Bantam	Alice Howell
"Slim" Sparrow	Hughie Mack
"Alleghany Fingers"	Vin Moore
Queen of the Crooks	Helen Gibson

"SLIM" SPARROW, a jailbird in stripes, has a sweetheart, Bessie Bantam, who often comes to visit him at his "home with the iron windows."



Bessie arranges an escape for "Slim" and sends an immense rock to the prison with a note on it. "Allegany Fingers," who heads a gang of smugglers, is about to be hanged when the rock strikes the rope and he is freed. He quickly makes his escape with the rest of the gang but "Slim" and Bessie are captured. They are released providing they bring back the escaped prisoners.

"Slim" and Bessie set out in a flivver to capture the crooks. The gang place dynamite in the flivver and Bessie is blown into a tree while "Slim" is blown to the top of a hill.

"Slim" encounters Helen, the Queen of the Crooks, is smitten by her charms and takes an oath of allegiance to the gang. Bessie manages to tie up the gang as they emerge from their cave but they are soon released by "Slim" whose actions are dictated by Helen. Alice chases the entire gang, including "Slim" into a little house closes the doors, places her trusty little flivver behind the house, and moves house, smugglers and all right back into the prison where they are all taken into custody except "Slim." All ends in happiness.

UNIVERSAL SCREEN MAGAZINE
No. 86.

THIS number of the screen magazine shows how American forces have outwitted the Hun by conserving all lenses and optical glasses which become eyes for the American Infantry.

The secret of the salamander's life is revealed.

A. M. Jungman shows how rejected men are made fit to join the services of Uncle Sam.

There is also a "Just a Minute" screen poster, by Charlotte Wharton Ayers, on Thrift Stamps.

The Woodcraft League of America shows housewives how to cook without any utensils. Every woman wants to know how to get on without washing dishes.

Hy Mayer also contributes a comedy on Foolish Fish.

"HOUSE-CLEANING HORRORS."
Lyons-Moran Star Comedy.

CAST.

Eddie	Eddie Lyons
Eddie's Wife	Dorothy De Vore
Lee	Lee Moran
Eddie's Mother-in-Law	Grace Marvin

EDDIE and his wife have started house-cleaning. The whole place is torn up and Eddie has taken a day off to help. In the midst of things, Lee, a decorator, arrives with ladders, paint, paper, etc. Every minute of his awkward stay is filled with mishaps. While all three are in the work up to their necks, Eddie's mother-in-law shows up for a visit and immediately takes charge in spite of protests.

She is of a bossy and determined disposition, and insists that they have

SYNOPSES OF NESTOR, CENTURY, LYONS-MORAN STAR COMEDY, WESTERN DRAMA.

chosen the wrong kind of paper for each room and makes Lee tear down what he has put up and change it. While she is making all their lives miserable, a lot of decorator, members of the Union, come to the house to consult with Lee, their president, and an impromptu meeting is held in the house. Mother-in-law tries to

break it up and the results are sufficiently strenuous to satisfy the most hardened lover of comedy mix-ups.

"BEATING THE LIMITED."
Two-Reel Western Drama.

CAST.

Harry McDonald	Neal Hart
Jean Forsythe	Janet Eastman
Zanhagar	Joe Rickson
Meccham	George Brooks

HARRY McDONALD was an idler and for this reason Forsythe, a draftsman in the War Department, refuses to sanction Harry's marriage to Jean, his daughter. They plan, however, to elope. The next night Zanhagar steals some fortification plans from Forsythe and at the same time McDonald is getting the worst of an announcement party. His friends for a lark put him on a train for Pascal, N. Mex. Here he is dumped out into a cowboy encampment and to his amazement finds a German spy outfit and the plans which Forsythe had shown him three days before. He steals them and makes his escape with the help of the cowboys. In the meantime Zanhagar has demanded Jean in marriage, and Forsythe seeing no other method to get the plans back, sanctions the marriage. The wedding party, however, is rudely broken up by the hurried entrance of McDonald and the cowboys with the plans.

"BRASS BULLET," SCREEN MAGAZINE, CURRENT EVENTS AND ANIMATED WEEKLY.

THE BRASS BULLET.
Episode 4.
"SMOKED OUT."

CAST.

Rosalind Joy	Juanita Hansen
Jack James	Jack Mulhall
Spring Gilbert	Joe Girard
Victor King	Ashton Dearholt
Mystery Man	Hal Cooley
Mrs. Strang	Helen Wright

GILBERT insists that the marriage ceremony to King be completed. Rosalind pleads with James to protect her. A furious fight follows. James drags Rosalind after him into a room of the tower. The door is finally battered down. James and Rosalind, however, have escaped up a narrow stairway, and hold it with an empty gun. The sailors light some oil and the tower is set on fire. The smoke pours up the stairway and James and Rosalind, almost suffocated, ascend the stairway as far as possible and then lean from a broken window trying to get a little air.

Meanwhile, Mrs. Strang, having reached the mainland, has notified the sheriff of Homer Joy's murder, telling

them that the murderer is still on the island. Dr. Canfield has also gone to the sheriff. Police boats start for the island. At the same time the mysterious Aviator has gone back to the underground chamber where the safe is hidden, and has completed packing the suitcase full of money. He conceals it in Mrs. Strang's room when he sees the burning tower.

James and Rosalind, overcome by the smoke, finally surrender. A ladder is then placed to their windows and they descend. Rosalind is carried off by King. James assaults Gilbert and a fight follows during which James is pushed from the cliff into the quicksand below. Gilbert tells Rosalind that they will rescue James if she will marry King at once. James is slowly sinking, but calls to Rosalind not to sacrifice herself as they will not dare let him die. She, therefore, refuses to marry King, and James slowly sinks in the quicksand until he is almost out of sight.

ANIMATED WEEKLY No. 36.

Naval Rookies Eager To Hunt the Huns.—Hundreds of recruits receive cheerful farewell as they leave for the Newport Naval Training Station. —*New York City.*

Former Premier of Russia May Come To America.—Alexander Kerensky, head of the first provisional republican government of the land once cursed by the Czar, finds refuge from the Bolsheviki who deposed him, in England's capital.—*London, Eng.*

President Attends First Launching At Greatest Shipyard.—Mrs. Woodrow Wilson christens 7,500 ton cargo steamer, the first to take the water at Hog Island yards where fifty other vessels are now in course of construction.—*Philadelphia, Pa.*

How Big Cities Care for Their Kiddies.—At last school authorities are being converted to the modern theory that the bodies of pupils should be cared for as well as their brains, and that they should be taught something besides the "three R's."

Spain Keeps Army In Trim To Protect Neutrality.—King Alfonso reviews crack army corps of the only large European nation not thus far involved in the war.—*Madrid, Spain.*

Joffre's Head Aid In Marne Battle Here On War Mission.—General Paul Pau, who lost an arm in the Franco-Prussian War of 1870, arrives at an Atlantic port with a staff of military experts on their way to Australia.

Soldiers Escape Death In Wreck of Fast Train.—Heavy Pullmans are hurled to their sides when light steel box cars leap track, causing disaster which costs one life and seriously injures several trainmen.—*Terra Haute, Ind.*

In British Waters With Our U-Boat Conquerors!—Between dropping depth bombs and chasing the kaiser's submarines Uncle Sam's sailor boys manage to sandwich a bit of fun when the camouflaged destroyers put into port for a rest.—*Somewhere In England.*

Women War Workers Honor Britain's Royal Couple.—Nurses, foresters, ambulance drivers and others of the vast feminine armies fighting at home and abroad present an address of congratulation to their Majesties on their silver wedding day. —*London, England.*

Cartoons by Hy. Mayer, World Famous Caricaturist.

CURRENT EVENTS No. 66.

Another Job for the Girls.—Housewives, take notice! Chorus girls from Rock-a-bye Baby Company prove themselves marvelously apt at hanging wall paper.—*New York City.*

London Genuine Host To American Officers.—Duke of Connaught, uncle of King George, opens new navy and military club in St. James Square.—*London, England.*

"Heroes of the Marne" Here for British Recruiting Drive.—Highlander band, direct from the front, aids U. S. Naval Band in big boom to fill

the British ranks.—*New York City.*

Liberty Loving Poles Ready To Fight for Democracy. — Thousands have been recruited in the U. S. for service with the Canadian army.—*Niagara-On-the-Lake Military Camp, Canada.*

Air-Mail Service Here To Stay.—Post-Office Department officially takes over new branch from War Department with the delivery of six new planes by the Standard Aircraft Corporation.—*Elizabeth, N. J.*

Another Splash For Victory!—Boston adds one more laurel to her "war bit" crown by launching another "champ" U-boat chaser.—the "McDermut"—at Fore River Shipyards.

Join the Marines and Learn How To Swim.—Members of the famous "devil dogs"—Hun chasers par excellence—are taught to swim on dry land.—*San Francisco, Cal.*

Irish Babies Score In Chicago.—With standards of physical perfection as rigid as those of the marines, 18 babies win prizes of Liberty Bonds and War Savings Stamps.—*Chicago, Illinois.*

British Dominion Again Substantially Attests Its Loyalty.—Members of the South Africans (the Benoni Overseas Club) presents two aeroplanes to the Royal Air Forces.—*London, England.*

Official U. S. War Film.—Remarkable motion pictures made on actual battlefields by military photographers of the United States Signal Corps, and released through the Committee on Public Information.

Sub-Title.—Wounded German prisoners picked up by American soldiers for transportation to dressing stations in rear.

"Doing Their Bit."—Animated Patriotic Cartoon by Leslie Elton.

The Distinguished Character Actor
Frank Keenan
in his greatest western photodramatic success
"The Long Chance"
Pronounced by Critics Trade Press Newspapers and Exhibitors the finest portrayal of any early western character ever seen on the screen.
YOU have never witnessed a more brilliant bit of character work than that of the distinguished stage favorite, FRANK KEENAN, in his greatest Western success, "THE LONG CHANCE."
As the care-free, easy-going, Beau Brummel gambler with a magnificent spirit for righteousness and fair play, the great KEENAN brings to the screen a Western play you will never forget. To miss this means missing unquestionably the finest Western play of the season. To be shown at—
(Put Your Theatre Name In Bold Face Type Here)

T. C. Cut No. 34—Mat 20c.

Use This Newspaper Ad in Frank Keenan in "The Long Chance"

IF you don't advertise another feature all season—ADVERTISE THIS ONE. Don't by any means overlook this chance to play to capacity with the greatest Western character actor in his greatest Western play, unquestionably the finest Western play of many years, barring none. USE THIS AD SHOWN HERE. You can get a mat from your nearest Bluebird Exchange, and if they can't supply you immediately write direct to the ADVERTISING DEPARTMENT of the Universal Film Manufacturing Company, Carl Laemmle, President, 1600 Broadway, New York City.

"The Sins Ye do by Two and Two
Ye shall Pay for-One by One".-Kipling

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Featuring
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and chosen Cast

NOTE the tremendous advertising possibilities of "PLAYTHINGS," featuring Fritzi Brunette. If you use but two or three of the ideas given, you'll clean up with "PLAYTHINGS." Just note.

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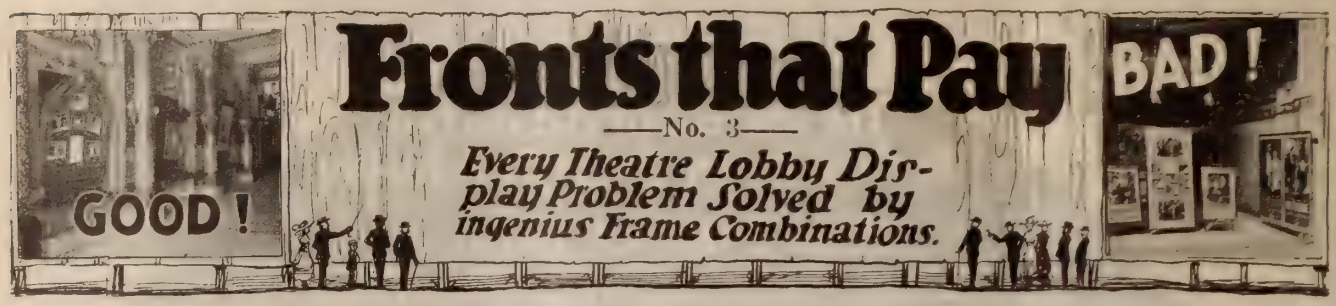
3. —The extraordinary tense situations and skillful handling of a difficult story.
4. —The warning to parents to unveil nature's secrets to their children.
5. —The question of "How much should a wife tell her husband."
6. —The unusual mystery element of the play.
7. —The newspaper editorials on this vast subject in connection with your advertising.
8. —The fact that this is the film version of the celebrated Sidney Toler's famous Stage Play of the same name.

Your nearest Bluebird Exchange will screen this play for you. See it. Then vizualize the possibilities for yourself.

BOOK thru your local BLUEBIRD Exchange, or communicate with BLUEBIRD Photoplays (Inc.), 1600 Broadway, New York City.



NINE out of every ten Exhibitors quite naturally hesitate about improving their lobby as they know it should be, because they think that their lobby, being different, would require special work, and that special work is always expensive. So it is, and that is the reason for the clever combination of individual units, as explained in our last article. We don't believe there is any Exhibitor

Cut No. 1—Note how a very bare exterior has been made attractive by the proper arrangement of stock frames. They look as though they belonged there.

so blind to his own interests as to think that an attractive lobby is not a paying proposition, and when we have shown him the least expensive way to make his lobby bring in the crowds he will learn that going to the local carpenter is not the right way to get satisfaction or the right price, either.

In the first place there isn't one carpenter or jobbing shop in a thousand that is equipped to handle the designing of such a job, because in this age of specialization the demand for the best sort of display work and design has made of the business one that is highly specialized. That is, these combinations of which we are talking are the results of years of study on the part of men who have no other business, and who have learned the Exhibitor's requirements through actual experience in building displays for him.

Let us look at the illustrations and see how cleverly these combinations have been made up for lobbies of every conceivable kind and character. Illustration No. 1 shows an exterior. As you can see, without the frames grouped and fitted to the wall spaces as they are, the front would be as bare and uninteresting as such a severely plain building can be. But with these frames this bare front has taken on a distinctive and pleasing effect, not the least of which is the fact that the frames seem to be a part of the original architectural plan. And yet these are stock frames, and you can secure an equally fitting set for your own theatre, no matter what sort of front or lobby it may have.

If these lines and pictures should meet the eyes of a theatre owner whose house is magnificent architecturally, with a broad, spacious lobby, onyx or marble pillars or side walls, let him not pass this article by thinking that he can't be interested in stock displays. As we have frequently said there is a style for every class of theatre, and only good taste or expert advice is needed to get what will give the best effect. Look at illustration No. 2. This is one wall of a remarkably rich and beautiful lobby. Notice how perfectly the frames have been fitted to the wall spaces. These frames are in green and gold and lend a richness to the entire interior that could not have been improved upon by a specially designed display. Glance down toward the inner entrance and note the pleasing variety of the frames. Different in shape, yet of the same basic design that lend variety while harmonizing beautifully as a whole.

In No. 3 we have a very common arrangement, with the ticket booth close to the sidewalk and the display on the outside. Here again the combinations have been made to fit both the spaces and the character of the house. And it is a generous display in small space, don't overlook that advantage. There are shown in addition to the three easel photo frames five one-sheets and two three-sheets. A mighty good showing for any program.

While we are on the subject of much in little space without crowding, look at No. 4, and see how expertly these frames have been used to make a strong display, without taking up any floor space. The whole is harmonious; it looks like a complete and well-planned job. The frames are

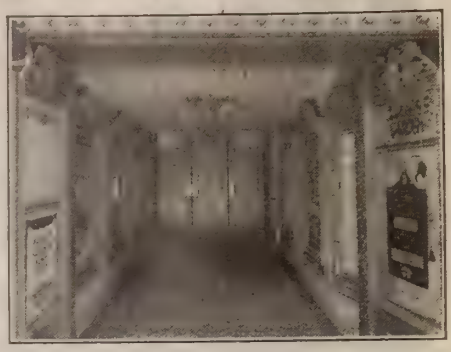
Cut No. 2—A beautiful interior lobby greatly enhanced by stock frames whose size and arrangement make all the difference in the world. Some frames would spoil this lobby.

No. 3—A good example of much display in little space. There are thousands of lobbies of this requirement.

stock, but selected and placed by experts they appear as though built in as part of the original architectural plan.

Look now at the group of fronts and you will see some splendid examples of how not to do it. Compare the fine effect of the well chosen and expertly fitted combinations with the hit and miss, space-taking, shabby appearance of the displays shown in the group. It is quite likely that the managers of these houses have installed these displays either with the mistaken idea of saving money, or because they thing that the nature of their display doesn't matter, or else they think that anything and everything goes so long as you have plenty of it. But the public is too apt to judge the entertainment by the exterior. And if the manager commits himself to shabbiness, and the "everything goes" policy the people will come to the conclusion that his entertainment is of the same caliber, and they will go on to the next house where they can see by the care taken with the exterior that the manager is trying to please with his entertainment on the inside.

These general illustrations and comments are sufficient to put any exhibitor on the right track, and in future articles we shall give further examples and we shall be glad to receive photos of lobby displays from exhibitors who are proud of what they have accomplished and are willing to pass the information on to others.



No. 4—All these are stock frames, but give the appearance of having been built into this small but spacious-looking lobby.

In this group we have lumped together four glaring examples of careless, hit or miss arrangement that repels, rather than attracts. They have the same space, the same opportunity, and see the mess they all made of it. Each of these fellows needs to see a lobby expert at once. Otherwise, the boneyard.

HIS DREAM.

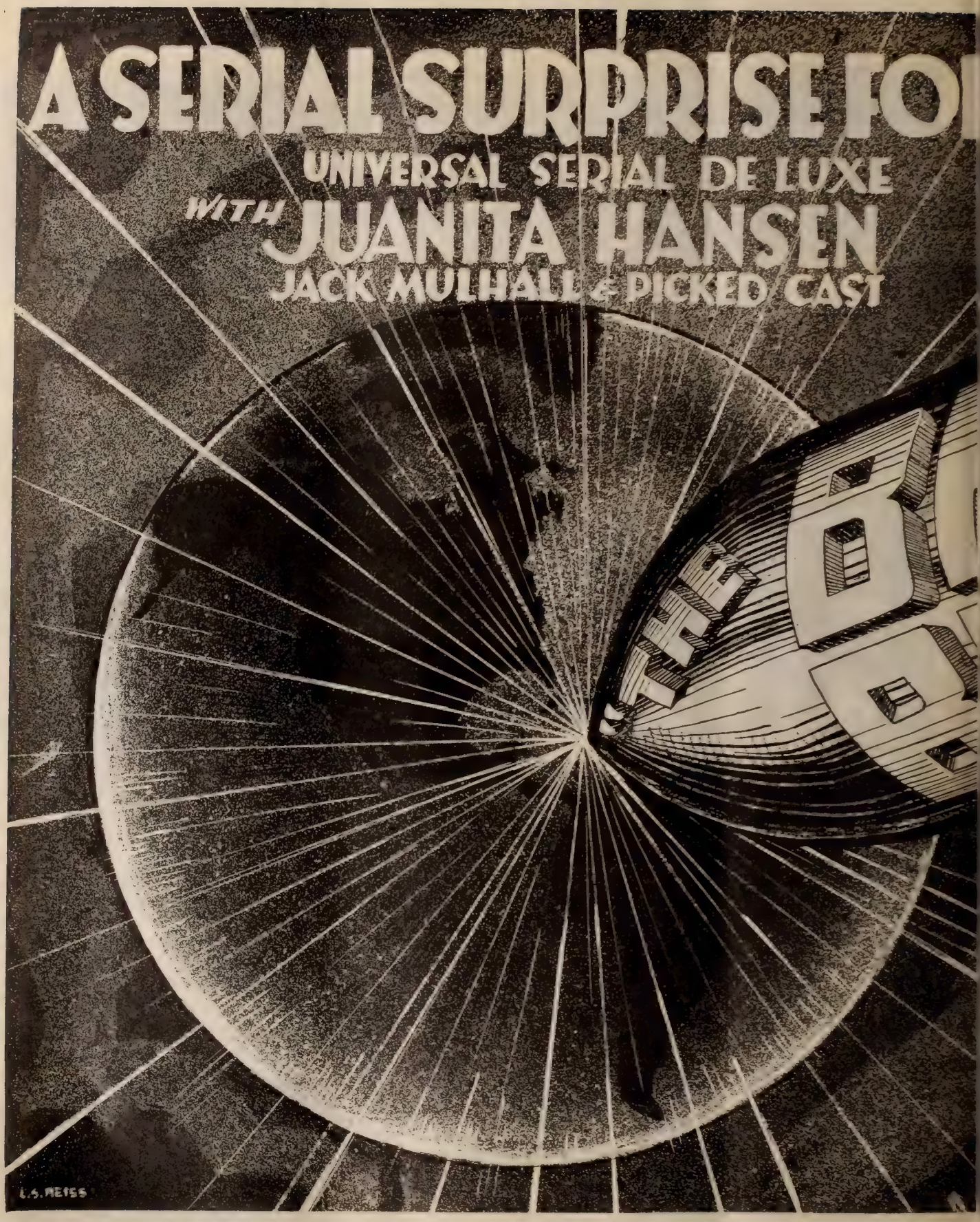
PHILO McCULLOUGH, playing a juvenile lead in "The Dream Lady," a dramatic Bluebird photoplay, starring Carmel Myers, put in a vigorous schooling for his work at the Bluebird studios. Starting with Selig six years ago, he worked as a scenic artist until Colin Campbell, who is now directing "The Yellow Dog," saw him and gave him a small part. He remained for over two years, then switched to Kalem and played comedy with Ruth Roland. After good work in many successful productions he arrived at Universal City and appeared in support of Louise Lovely.

Philo McCullough has been an assistant director, a scenic man, an assistant cameraman, an animal trainer, a high diver and an actor. His greatest achievement, he says, was his marriage to Gladys Fox, a clever little actress who is supporting Mary MacLaren. Gladys has a $25,000 wardrobe which Phil hopes will never wear out. Carmel, as a professional, says she will see what she can do about it.

AIDS RED CROSS.

JACK MULHALL, the handsome young star who is appearing with Juanita Hansen in "The Brass Bullet," the thrilling Universal serial of and and sea, is a diplomat.

He proved it recently when, being good natured sort and always willing to help a good cause, he was called upon to usher at a big Red Cross benefit staged in Los Angeles.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WITH JUANITA HANSEN
JACK MULHALL & PICKED CAST
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A Serial Surprise for Millions!

A serial that's destined to sweep the country from coast to coast in one everwhelming wave of popularity. WHY? Because the dashing and fascinating beauty of the star, JUANITA HANSEN, would pack 'em single-handed every week, even if there weren't any story at all. Besides, you'll have handsome Jack Mulhall, popular Joseph Girard, and a great big fine cast. "THE BRASS BULLET" is not a war serial, but the gripping adventures of a beautiful kidnapped heiress. Filmed amid the wondrous surroundings of Santa Catalina Islands, it brings new life, new action and new scenes to your patrons. "THE BRASS BULLET" is a winner right from the start. Get in NOW on the high wave of success and get your 18 steady weeks of profits.

Did you get your copy of the Free Ad Campaign Book?

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A Travesty on
"The KAISER the Beast of Berlin"
Did we tip you off wrong on "THE KAISER, THE BEAST OF BERLIN?" Did we tell you one single thing about that stupendous winner that hasn't come true?
Then take the same tip on "THE GEEZER OF BERLIN."

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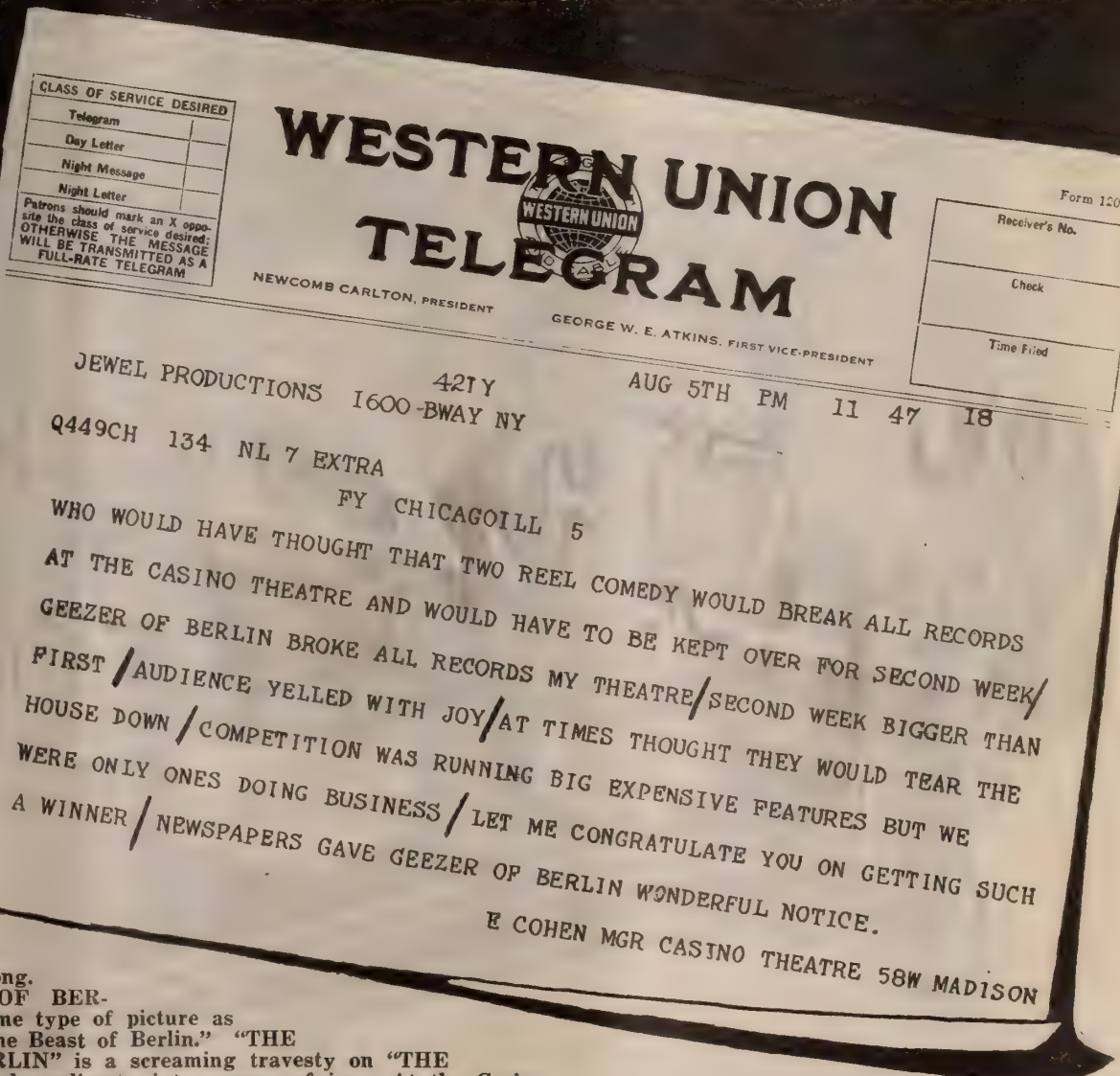
Theatre, Chicago,-and doing it everywhere.

LIKE GETTING MONEY HANDED TO YOU ON A SILVER PLATTER



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WHO WOULD HAVE THOUGHT THAT TWO REEL COMEDY WOULD BREAK ALL RECORDS AT THE CASINO THEATRE AND WOULD HAVE TO BE KEPT OVER FOR SECOND WEEK/ GEEZER OF BERLIN BROKE ALL RECORDS MY THEATRE/SECOND WEEK BIGGER THAN FIRST/AUDIENCE YELLED WITH JOY/AT TIMES THOUGHT THEY WOULD TEAR THE HOUSE DOWN/COMPETITION WAS RUNNING BIG EXPENSIVE FEATURES BUT WE WERE ONLY ONES DOING BUSINESS/LET ME CONGRATULATE YOU ON GETTING SUCH A WINNER/NEWSPAPERS GAVE GEEZER OF BERLIN WONDERFUL NOTICE.

E COHEN MGR CASINO THEATRE 58W MADISON

Don't get us wrong. "THE GEEZER OF BERLIN" isn't the same type of picture as "THE KAISER, the Beast of Berlin." "THE GEEZER OF BERLIN" is a screaming travesty on "THE KAISER." It sends audiences into spasms of joy. At the Casino Theatre, a downtown house with the competition of three other theatres in the same block, running costly features, the Casino was the only house on the street that packed 'em in and stood 'em in line. "THE GEEZER" will clean up everywhere. It's a riot. If you weren't lucky enough to secure "THE KAISER," grab "THE GEEZER" now while you can. It's like pickin' money off a silver platter. Wire your nearest Jewel Exchange for book of ads and big helps. JEWEL Productions, Inc., 1600 Broadway, New York.

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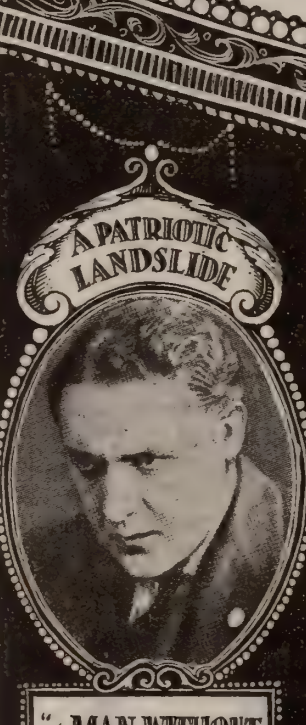

Home Office 1600 Broadway N.Y.

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"THE KAISER, THE BEAST OF BERLIN," has proven to thousands of Exhibitors, large and small alike, in almost every City, Town, Village, Hamlet and Cross Roads in America and Canada, to be positively and without question the BIGGEST MONEY-GETTER the picture business has ever known.

Other Producers, with supposedly big pictures, have made this claim, but there isn't ONE in the lot who can show the letters, telegrams and expressions of congratulations and success, and the actual cash receipts that even begin to compare with the success and money made by those who have shown "THE KAISER."

IMITATORS who watched the growing nation-wide success of "THE KAISER, THE BEAST OF BERLIN," rushed into the game with junk imitations to try to steal some of the money and glory from the original and only KAISER picture.

Instead of harming the original and only KAISER picture they have actually boosted it, for the simple reason that the moment Exhibitors saw the junk imitation they rushed to get the original and only KAISER picture—"THE KAISER, THE BEAST OF BERLIN."

Reports from our exchanges show that "THE KAISER" is repeating faster than its imitators are booking. Get this triumphant original now while the getting is good.

Advertise it like a Circus -see how they do it in Baraboo, Wis. Make a Big Noise!

Only Artistic gest Repeater Business!

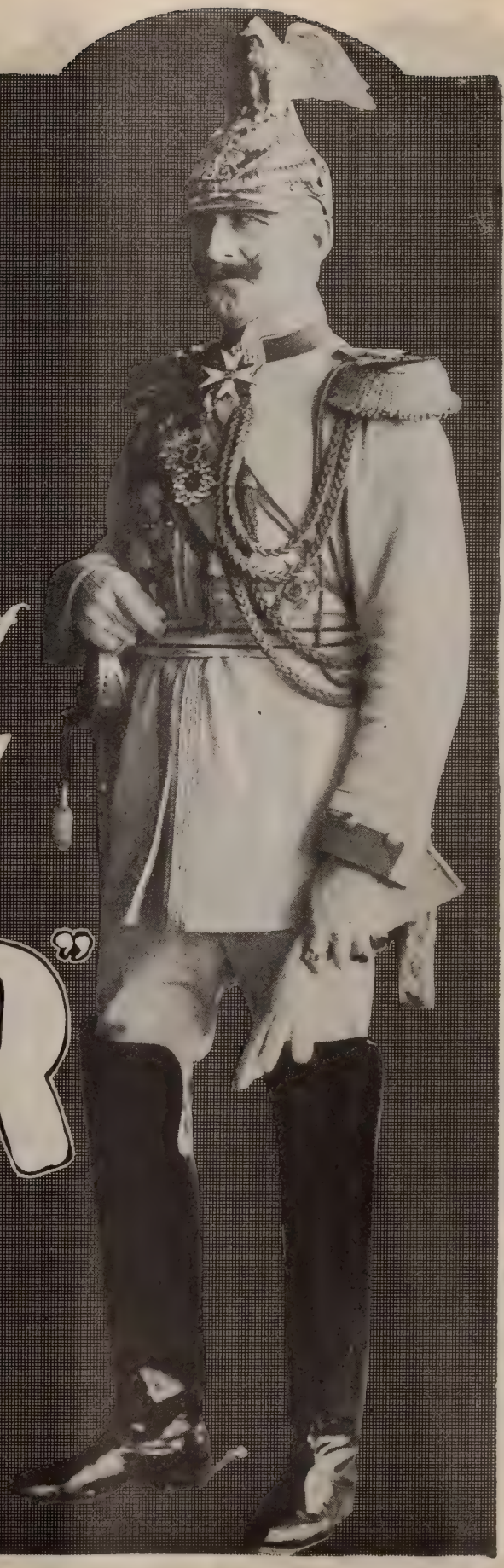
'HEATRES that have shown "THE KAISER" twice—three and even ur times—have RE-BOOKED it the fifth showing, smashing re-booking records, and ery time they have fairly eaned up with it. It's go- g stronger today than er. Get it NOW. Ad- ertise it YOU ILL MAKE MORE ONEY WITH IT HAN ANY ICTURE LAYED YOUR OUSE.

In place of showing money-losing imitations

Repeat

THE KAISER"

-the Beast of Berlin



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As tantalizing as a Wink!

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Starring
MILDRED
HARRIS"

the dainty winsome heroine
of "THE PRICE of a GOOD TIME"
—& "THE DOCTOR and the WOMAN"

You cant guess the action
ten feet ahead!

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The biggest Laug

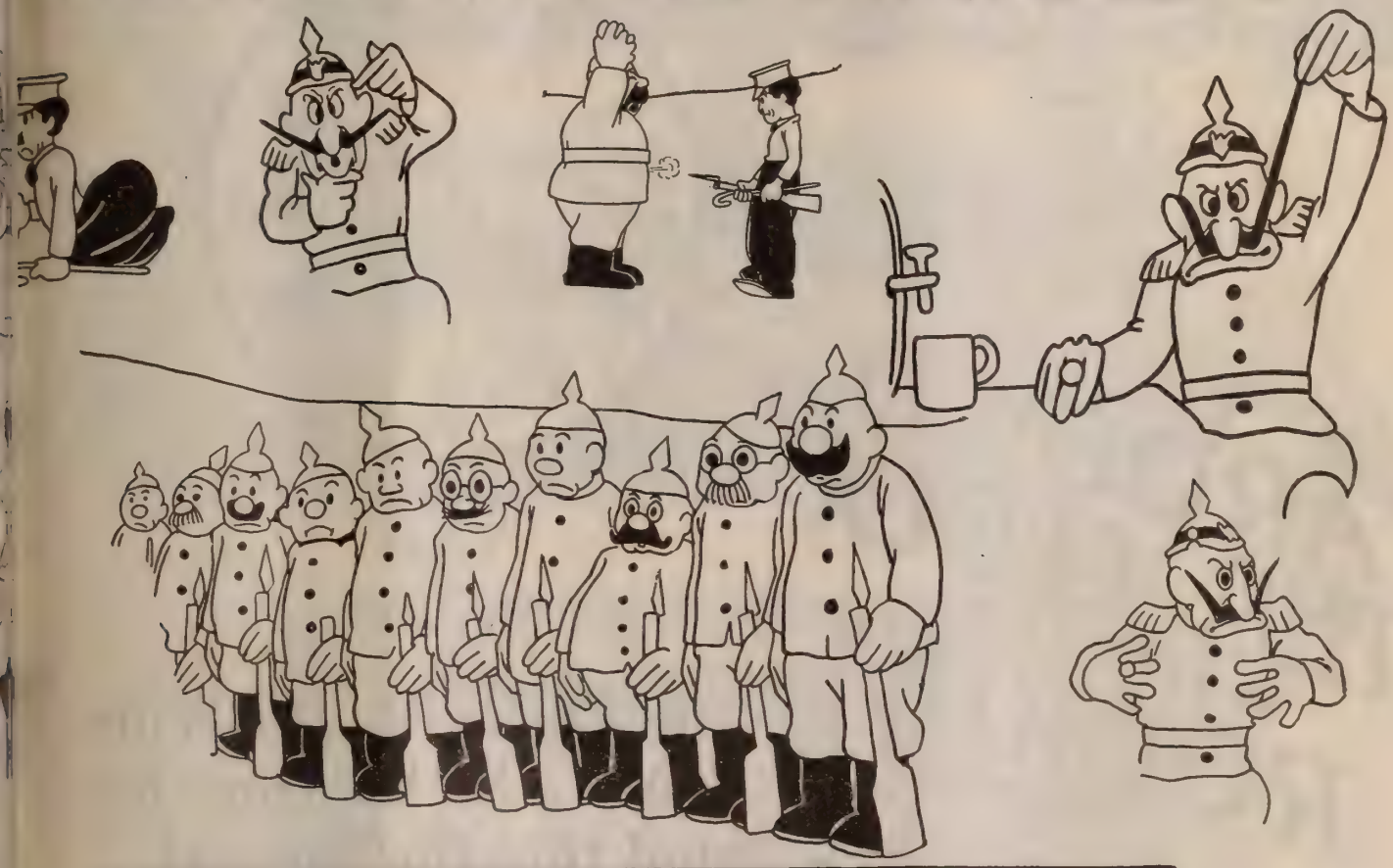
A Roaring Side-Splitting Burlesque C

"HOW CHARLIE CA

ing Fest of the Season !!

on by the Famous Humorist PAT SULLIVAN

PTURED THE KAISER"



A HOUSE-PACKING COMEDY THAT'S A RIOT

Book and Advertise It Like a Big Feature

AGAIN the Universal comes to the front with a house-packing comedy that will clean up for you if properly advertised. "HOW CHARLIE CAPTURED THE KAISER" is the most timely comedy of the season. Packed with laughs, new-novel, absolutely unique.

IN your ads mention "The Sausage-Hound Cat"—"The Kaiser Bird," "The Rubber-Neck Periscope," "The Elastic Mustache," "The Nut Army of Hunks." Watch for the special posters and newspaper ads. Book "HOW CHARLIE CAPTURED THE KAISER" before your competitor grabs it.

Book thru your nearest Universal Exchange, or communicate with the UNIVERSAL FILM MFG. CO., "Largest Film Mfg. Co. in the Universe," CARL LAEMMLE, President, 1600 Broadway, New York.

Millions Waiting for this big Y.M.C.A. Special

The Entire World Wide Y. M. C. A. backing behind this Big Special . .

For the first time on any screen, the UNIVERSAL presents the exclusive and only picturization of "AROUND THE CLOCK WITH THE ROOKIE," showing scenes of our boys at play that have never been shown before, scenes that millions of mothers, fathers and relatives will go miles to see.

Besides being the first, exclusive and ONLY picture of its kind, it has the backing of the entire world-wide Y. M. C. A. organization, and Exhibitors can clean up with this special by conferring with the Secretary of the local Y. M. C. A., as has already been arranged by the officials of the Y. M. C. A.

It is your patriotic duty to show this great SPECIAL and make a bag full of money at the same time. Confer immediately with your nearest Universal Exchange, which will put you in touch with the Secretary of the local Y. M. C. A. Here's a genuine clean-up for EVERY BIG AND LITTLE THEATRE in the country. UNIVERSAL FILM MANUFACTURING COMPANY, Carl Laemmle, President, 1600 Broadway, New York City.

Look out for "THE YELLOW DOG"

Grab him, if he's a "YELLOW DOG"

What'll we do with him "THE YELLOW DOG"

He slinks away "THE YELLOW DOG"

Dorothy Phillips

Idol of Millions, as the Girl who was sold to Satan by her own Mother

"A SOUL FOR SALE"

A Vivid Picture of Womans Inhumanity to Woman.

JEWEL Productions Inc
1600 Broadway New York City

AUGUST 31st 1918

The Moving Picture Weekly

VOL. 7
NO. 2.

PRICE 10 CENTS

JACK MULHALL IN
"The BRASS BULLET"
UNIVERSAL ADVENTURE SERIAL

"FOR HUSBANDS ONLY"

The Photoplay De Luxe of the Year — as Tantalizing — as a Wink! Produced by

LOIS WEBER

-the Belasco of the Screen

Starring

MILDRED HARRIS

winsome heroine of "The Price of a Good Time"

Book now

JEWEL Productions INC
1600 Broadway New York City

"He was in grave danger, she knew, and something in her heart would not let her send him out to his enemies."—"Brass Bullet"—Episode III.

"A look of fiendish hate came over his features as he thought how nearly finished his plans were." —"Brass Bullet"—Episode III.

"The sight of the dead man moved her to horror, and Jack watched her, half defiant, half afraid."—"Brass Bullet"—Episode III.

"The struggle lasted for a time, but in the end Jack won, and Rosalind was waiting." — "Brass Bullet"—Episode III.

"And some day, sweetheart," he finally whispered, "our dream will come true like that." — "Brass Bullet"—Episode III.

Who's Your Boss?

REPRINTED FROM "WID'S" ISSUE OF JULY 28, 1918.

WELL—how's the intestinal equipment. How's the merry old backbone?

Are you a man or a thing-a-me-bob on a stick that jumps up and down when the fellow down here in the "City of Brazen Hearts" pulls the strings?

Are you going to run that little old show shop that you've got your hard earned kale sunk in or are you going to turn it over to the fellow that comes along with a big club and pulls a real bully bluff?

Remember the old saying when you were a kid—"The bigger they come, the harder they fall?" That used to be the battle cry on the football field and say, many a little fellow has dumped a big brute good and hard! It all depended on the intestinal equipment of the little fellow and his ability to tackle the big boy right!

Well, fellows, there's a big full back coming around your end this fall, and say, you'd better stand your ground, and you'd better dump him hard, because if you don't he'll not only make a touchdown, but he'll kick you for a goal!

You've played in a game with this fellow before and you know his "Treat 'Em Rough" methods, so at least you know what to expect.

You know this big fellow's name, but to make certain I'll tell you who I mean. It's Mr. Paramount-Artcraft! Of course, you fellows have a lot of pet names for him which I couldn't print here, but that's unnecessary—you know him!

Last year he announced a wonderful new open market booking plan and then promptly went back to the "Dark Ages" system of forcing Mr. Exhibitor to take 'em all wherever he could get away with it. Right then and there he lost good will that I would estimate at several million dollars. . .

But this year—in this age of camouflage—does the big boy talk open market?—No! He thinks he's big enough that he can make you play with him whether you like it or not!

Does he talk booking plans? No! He talks tremendous National advertising campaigns of his trademarks—Notice, I said, HIS trademarks—and he tries to scare everyone in the business by swaggering through with the "I've got all the good stuff" battlecry!

And while he is concentrating as much attention as he can on his tremendous advertising expenditures, he sends out men to you to ask you to sign "NON-CANCELLATION" contracts—Hey! Are you awake! Are you watching your step!

And what else does he want? He wants his salesmen to INSIST on your playing his films. He's not satisfied that you should pay for the stuff and shelve the bad ones, he wants to force you to PLAY at least forty weeks of Paramount-Artcraft!

Now—let's look around a bit! Do you have to turn your house over to this big fellow on his terms—do you?

I say you don't—and you deserve your fate if you do!

You're putting the film business back three years—and that's a long time in the film business—everyone of you who is bluffed into signing up a non-cancellation contract!

Now what's the bait?—You know the story—a few big stars—But has the big fellow got the big stars?—No!—And will the big fellow get the big stars—I don't know—he don't know—you don't know—But—the way to shove those stars right out into the open market and kill this non-cancellation octopus idea once and for all is to refuse to turn your theatre over to anyone on a non-cancellation contract.

Don't worry about what is done in New York—The situation with the Rivoli, Rialto and Strand has internal twists that causes things to happen.

Mr. Paramount-Artcraft would like to own a few thousand theatres. They have spent a lot of time and thought and some thousands of money over that idea, but they were forced to give it up.

Men refused to sell or lease their theatres, but now some are considering non-cancellation contracts for 40 weeks—What's that?—Isn't

it second cousin to a lease?—only the big fellow gets his sure in film rentals!

I have no quarrel with Paramount-Artcraft personally—I'm good friends with all the big executives there—and you know what I think of their films by my reviews—BUT I do INSIST that they're all wrong when they try to step in and force a man to sew his house up to their product. And as sure as the Kaiser is going to get his—these dominant souls are going to get a stiff kick in the extremity which rests next to the shiney old mahogany!

Who said you couldn't get along without them? Why, say, you fellows know that in every exchange center there are plenty of films begging for bookings and some corking good films at that!

Suppose the "P-A" crowd lose several of the big stars and that is very, very possible—what is left?—a good program—that's all—and boys, the program days "has went."

You are informed that they are making new stars—well, well—but who pays the freight?

There will be more specials presented this fall and winter than ever before!

There will be more real productions made by stars and directors working as unit production companies than ever before. These specials will cost more to make than the quantity grind of a big organization—Sure—but say they'll have INDIVIDUALITY, and that's what you need to cash in at the box office.

Ask any creator—any director, author or star where and how the best work can be accomplished—You'll find quick that they don't like to grind 'em out to meet release date methods with costs checked down by factory efficiency.

Suppose Paramount-Artcraft plan does make it possible for them to make features a little cheaper than individual companies can make specials. Are they offered to you cheaper? Hey! Are they? Check up some of the figures.

H. O. Davis tried the factory efficiency quantity thing at Universal and Triangle. He's cured, and both Universal and Triangle will tell you that the operation may have been a technical success according to efficiency figures, but it made them durn sick!

My advice to you all—big and little—is—be men! Pull in the old belt a couple of notches and go to it with a little real "pep"! You're in for a fight and you'd better discover it now—'cause it ain't no fun to learn that you've been in a fight when you wake up in the gutter with a black eye!

It's fine to have the big stars and all that, but—say!—You've done business when you didn't have them—and if you'll only dust off the old think tank and go to work like you used to before you had money—you'll surprise yourself with the business you can do with specials well advertised.

Instead of handing over your theatre to the folks that are having this Kaiser-like dream of world dominance, go out and hire a corking good advertising man with the money you would have to pay the "Conquerors."

You don't have to hire a "fil-lum" man! Get an advertising man with brains! You can furnish the showman angle if he needs it.

I'm betting that if you spend the difference between "P-A" prices and the price of other good films on good advertising—you'll make more money in the next year—and—you're in business to make money, aren't you?

It can be done! Don't let them kid you about having everything sewed up!

You know that specials like the Kaiser pictures, Tarzan, and Four Years in Germany have cleaned up, and you know that more and more specials are coming.

You know that there are many stars and directors of the highest rank that are not working for Paramount-Artcraft and you know that many stars and directors who are with "P-A" now may not stay with them.

Suppose a goodly number of these stars and directors left "P-A"—where would you be with your non-cancellation contract?

And always remember this! If your intestinal equipment is not good, that of your competitor may be, and surely I would rather bank on my ability as a showman to advertise and exploit the pick of the product of a score of producers any day in preference to meekly signing the dotted line on a non-cancellation contract where I had to trust to luck and the good intention of a cold-blooded octopus intent upon domination!

Where do you get off?

Are you a man?

"Wid" Gunning

A DOSE OF TRUTH

No. 217. Straight from the Shoulder Talk by Carl Laemmle, President of the Universal Film Mfg. Co.

IN this issue of this weekly magazine, you will see a two-page article clipped from "Wid's" Daily of July 28. If you have not read it, go through it carefully and thoughtfully. I'd like to publish it every week until every exhibitor reads it, but lack of space forbids.

Wid, as far as I have seen in moving picture publications, is the only editor who has had the guts to tell the exhibitors the plain, blunt truth about the non-cancellable contract evil. He has told it in his characteristic way, in fool-proof language, so that even the most thick-headed exhibitor (if such an animal exists) can see clearly that such contracts are the most vicious proposition the industry has ever experienced.

At the present time I know of over twenty smashing big features for Fall booking. Practically every one of them is important enough for at least a week's run in houses that ordinarily run pictures only one or two days.

What are you going to do about these smashing big features if you tie yourself up with a long-time non-cancellable contract to run program features? Are you going to let your competitor have them and thus build up his reputation at your expense? Are you going to let your competitor become known as the theatre of the big stuff?

If you sign a fool contract binding yourself for a year or more, you've got to live up to it. You've got to pay what it calls for. Your competitor does not. He is free to use his money for the big features. The only way you can hope to compete with him is to pay twice for one week's show, that is, pay for your contract stuff, then shelve it and pay again for the big special feature that you use in its place.

Last winter it was different. You cancelled your contracts when the big specials came along. But your contract then was entirely the opposite of a non-cancellable one. As different as black and white. Sign all the contracts you like, IF YOU HAVE A THIRTY-DAY CANCELLATION CLAUSE, but don't put your John Hancock on any kind of a film contract that does not give you the right to cancel.

Now read Wid's editorial, called "Who's Your Boss?" and let it soak in! It was written for YOUR benefit and nothing else.

LYONS-MORAN

STAR COMEDIES

THE demand for LYONS-MORAN STAR COMEDIES has spread to every nook and corner of this country. No team of moving picture comedians has been so long in the game, and they know just what the public wants. Likewise, there never was a two-man team that ever compared to this LYONS-MORAN combination. Their sparkling humor and idiotic situations are sending gales of laughter throughout the land. Go to your nearest Universal Exchange and see their latest releases—book 'em and start a LYONS-MORAN STAR COMEDY NIGHT.

Book thru your nearest Universal Exchange, or communicate with the UNIVERSAL FILM MFG. CO., Largest Film Mfg. Co. in the Universe, Carl Laemmle, Pres., 1600 Broadway, New York

MEMBER OF THE NATIONAL ASSOCIATION OF THE MOTION PICTURE INDUSTRY

THE MOVING PICTURE WEEKLY
A MAGAZINE FOR MOTION PICTURE EXHIBITORS

Published Weekly by the MOVING PICTURE WEEKLY PUB. CO.
1600 BROADWAY, NEW YORK CITY

PAUL GULICK, *Editor* JOE BRANDT, *Bus. Mgr.*
(*Copyright* 1918, *Universal Film Mfg. Co. All Rights Reserved*)
Vol. 7. AUGUST 31, 1918. No. 2

Big Commercial Houses Assist Yellow Dog Campaign

THE nation-wide campaign to spread the spirit of absolute loyalty started by the Jewel Productions has attracted the support of great commercial houses and big business organizations through the country, as well as state and city officials.

The infectious spirit of pure Americanism engendered by Henry Irving Dodge's story, "The Yellow Dog" is remarkable, in that the book is not a war story except in that it deals with social conditions as they apply to patriotism prevailing in the average suburban town of to-day. Yet, the appearance of the story in the Saturday Evening Post and later in book form by Harpers and then supplemented by the distribution of the literature prepared by Jewel Productions has aroused the fighting spirit of the civilian population of America as no other story has aroused the United States since "Uncle Tom's Cabin."

It has conjured leaders from the most unexpected sources; men and women in all walks of life have stepped forward and are leading aggressive local campaign that are stamping out the last whisper of enemy propaganda, and it is safe to predict that when the Jewel Productions fires the last gun in the campaign to suppress Prussian propaganda by presenting the film version of "The Yellow Dog" the public will view the production to look upon the mongrel patriot as a bygone species.

Among the most prominent big commercial houses that have taken up the campaign, are:

The Black-Clawson Company, manufacturers of Paper and Pulp Mill Machinery, Hamilton, Ohio. This company carried forward the ideas contained in the Yellow Dog by having special literature printed to supplement that of the Jewel Productions and in addition to organizing their section of the State of Ohio, they distributed several thousand copies of the book.

The Kewaunee Manufacturing Company of Kewaunee, Wisconsin, one of the biggest manufacturers of Laboratory furniture is carrying forward the campaign by distributing, through their branch offices, located in all of the principle cities of the United States and in Juneau, Alaska, printed slips calling upon all of their customers and the business houses that they are associated with to read "The Yellow Dog" in the interest of promoting 100 per cent. Americanism. In the circular letters sent out by this company, they say, "As a 100 per cent. Pro-American story, 'The Yellow Dog,' coming as it does at a time when the United States must become closely knit to wipe out the savage interference our government has to cope with, a better story has never been written."

In Cleveland, the Cleveland Twist Drill Company has taken a most active part in spreading the campaign through the mails and by the publication of special articles in their house organ that has a wide distribution in sound commercial circles.

The Kempsmith Manufacturing Company of Milwaukee, Wisconsin, one of the greatest manufacturers of mill machines in the world, has carried the campaign into Milwaukee in the most aggressive manner. Mr. Paul E. Thomas, President of the company has formed Anti-Yellow Dog Clubs in that city, that numbers over one thousand active members.

In Toledo, Ohio, the Toledo Exchange Club, composed of two hundred and twenty-five of the mast prominent business men of that city, has assumed charge of the Yellow Dog Campaign and is recruiting all of the young men and boys of Toledo. At last reports this club expected to have an enrolled force of nearly three thousand Boy Detectives hunting down seditious statements in that city.

In Wheeling, West Virginia, the Yellow Dog Campaign is in the hands of the Wheeling Commercial Association, an organization composed of all of the prominent business men of that city and the campaign is being conducted with all the thoroughness with which business men are capable.

TITLES FOR SCENES OF CURRENT EVENTS. No. 67.

1. Military farm hands, with tractors, solve food problem in Great Britain.

2. Hurricane leaves path of wreckage and causes loss of millions of dollars in Louisiana.

3. Miss Grace Stewart, aged 15, takes honors in two-mile swim for women at St. Louis.

4. Swift destroyer rescues more than 800 of crew of torpedoed "President Lincoln."

5. "Pike Pole Lewie" risks life to rescue lumber for Uncle Sam at shipyards.

6. "First to Fight Marinettes" lead recruiting campaign in New Orleans.

FINE OPENING ARRANGED FOR JEWEL IN NEWARK.

GUS METZGER, Jewel's new New York manager believes in becoming personally acquainted with every exhibitor in his territory. Last week he made a voyage to Newark with one of his salesmen, Mr. R. Wilkerson, and together they had little difficulty in convincing Mr. M. Kridel that "The Geezer, Beast of Berlin" was worth a two-weeks' showing at the Goodwin Theatre, despite the fact that nothing in hot or cold weather plays more than a one-week's engagement there.

While he was about it he also booked eighteen straight days of Jewel's feature, "Husbands Only," two weeks at the Goodwin Theatre and the following four days at the Savoy Theatre, Mr. Kridel's beautiful uptown house. This is a fine opening for Jewel in Newark.

SCENES FROM CURRENT EVENTS No. 67.

(*Titles on page opposite*)

The Biggest Laughing

Feast of the Season
HOW CHARLIE CAPTURED THE KAISER"
A Roaring Side-Splitting Burlesque Cartoon
by the Famous Humorist PAT SULLIVAN
NEVER in the history of films has there ever been so many roars of laughter been packed into one reel of comedy as you'll give your patrons in the screaming burlesque—"HOW CHARLIE CAPTURED THE KAISER," by Pat Sullivan, celebrated Cartoonist. No comedy more timely. No comedy quite so funny. See the Comedy cat—the elastic mustache—the punctured boche—the whiffenpoof bird—the razz army—the rubber-neck periscope. It's a riot, and if properly advertised will pack your house to the doors. Book it for 2—3—or 4 days. NO LESS. Watch the crowds grow every night, as your rental decreases. Get a mat of the idiotic newspaper ad, that will be seen and read by every person in your town. BOOK NOW. DON'T WAIT.
. . . . . .
Book thru your nearest Universal Exchange, or communicate with the UNIVERSAL FILM MFG. CO., "Largest Film Mfg. Co. in the Universe," CARL LAEMMLE, Pres., 1600 Broadway, New York, N. Y

"SCANDAL MONGERS"
A Revised Version of
LOIS WEBER'S
Sensational "SCANDAL" Production
One of the most talked about Photo Dramas ever screened.
Book thru your local BLUEBIRD Exchange or BLUEBIRD Photo-plays, Inc. ..... 1600 Broadway ..... New York

The Celebrated Vaudeville Star

PAT ROONEY

of the great Team of

ROONEY & BENT

Headliners for years on all The Big Time

Featured in

"PAT TURNS DETECTIVE"

HERE'S some money you can put right in the bank—Pat Rooney, the Boy with Ten Million Friends, in a NESTOR that ties 'em up in knots. And all you need to pack them in are those four words—"PAT ROONEY—NESTOR COMEDY." Go to it today. Your nearest U.

It's A NESTOR COMEDY

BOOK THRU YOUR NEAREST UNIVERSAL EXCHANGE OR

UNIVERSAL FILM MFG. CO.

1600 BROADWAY, NEW YORK — CARL LAEMMLE, PRES.

MILDRED HARRIS

Winsome Star of the most fas-
cinating Play of the Season

JEWEL
Productions inc
1600 Broadway, New York City

"FOR HUSBA

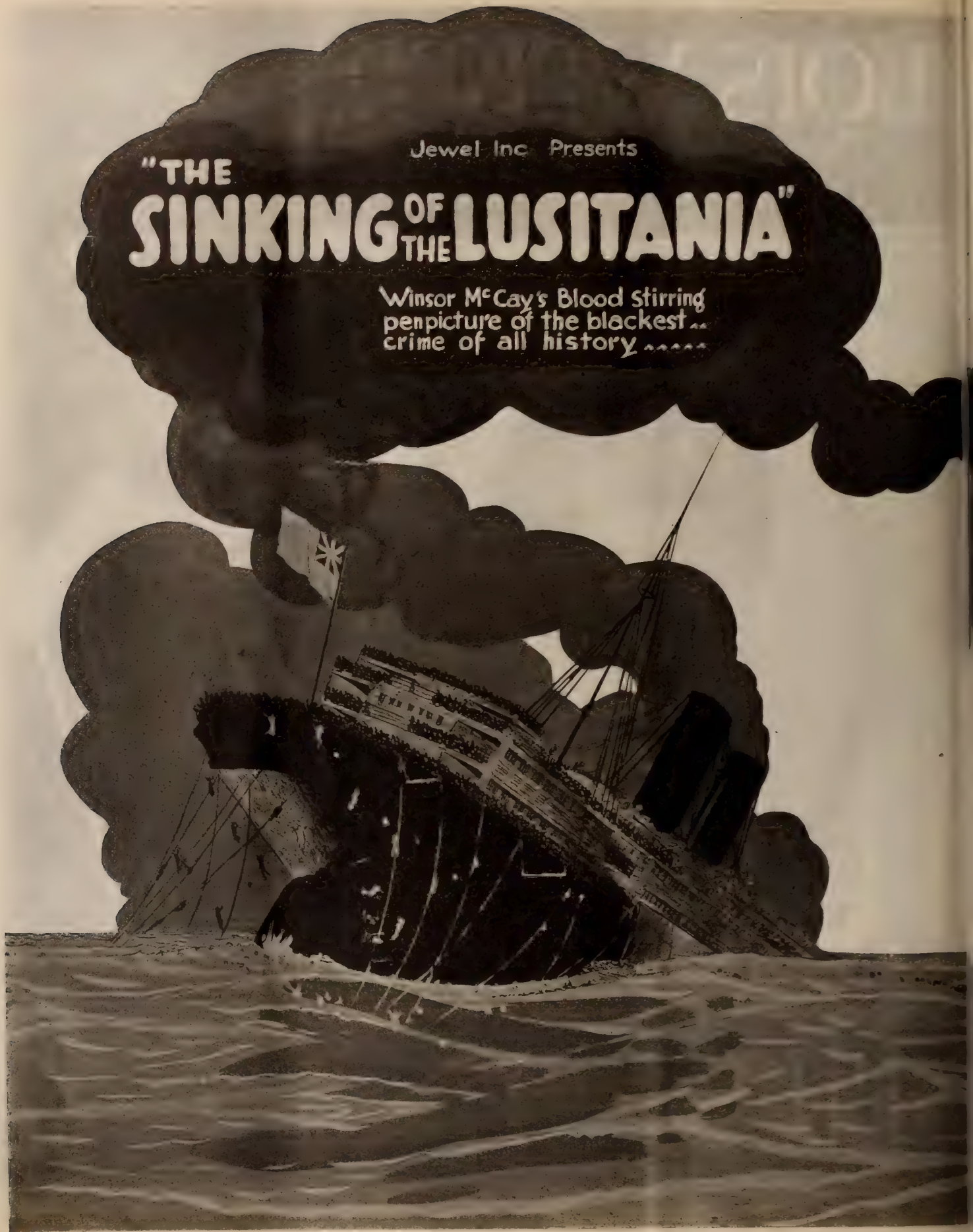
LOIS WEBER

Director Genius of the Biggest Boxoffice Winner in months

JEWEL Productions
1600 Broadway, New York City

NDS ONLY

"As tantalizing as a WINK!"


Jewel Inc Presents
"THE SINKING OF THE LUSITANIA"
Winsor McCay's Blood Stirring penpicture of the blackest... crime of all history.....

The Only Chance Your Ever have to See th Most Famous Cat

C

Most things in the picture b
"The Sinking of the Lusitani
cated more or less—but n
beings throwing themselves
to seven reels to put over th
in only a single reel—and

"The MAN WITHOUT A COUNTRY"

If you can find another group of six pictures that will total up bigger receipts you can show these six free.

JEWEL Productions Inc.
1600 Broadway, N.Y.

"Here you big stiff— do yourself a favor"

(ONE OF THE PATHETIC SCENES *from*)

"The GEEZER OF BERLIN"

A TRAVESTY on **"THE KAISER**—The Beast of Berlin"

"THE LION'S CLAW" Smashes Minneapolis Record

Minneapolis, Minn., Aug. 8, 1918.

Universal Film Exchange, Inc.,
719 Hennepin Avenue,
Minneapolis, Minn.

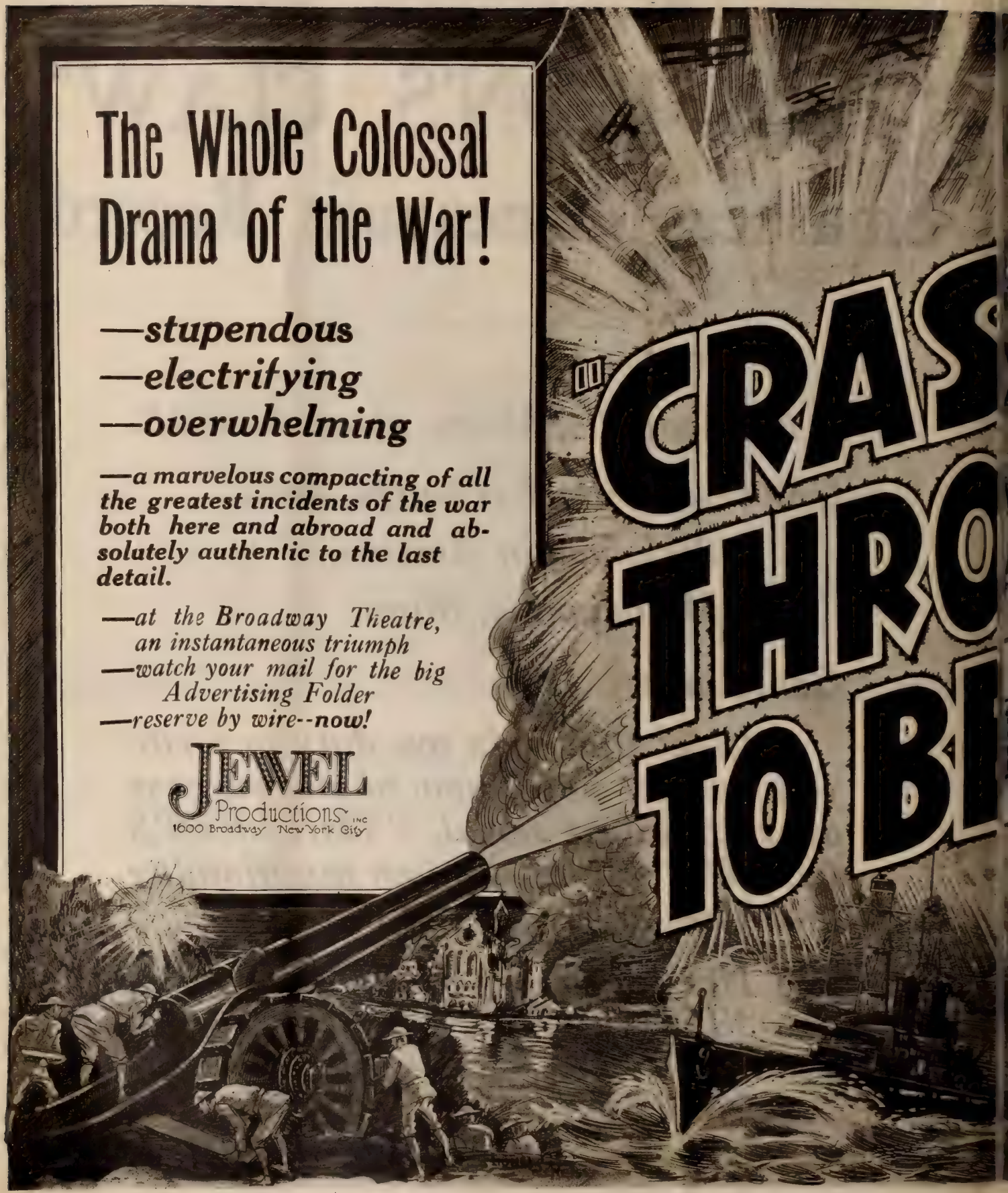
Gentlemen:

I feel that it is my duty to write you and let you know of my success on your latest serial, "THE LION'S CLAW." It has broken my Monday and Tuesday record of four years.

Here is hoping for another serial like "THE LION'S CLAW."

Yours very truly,

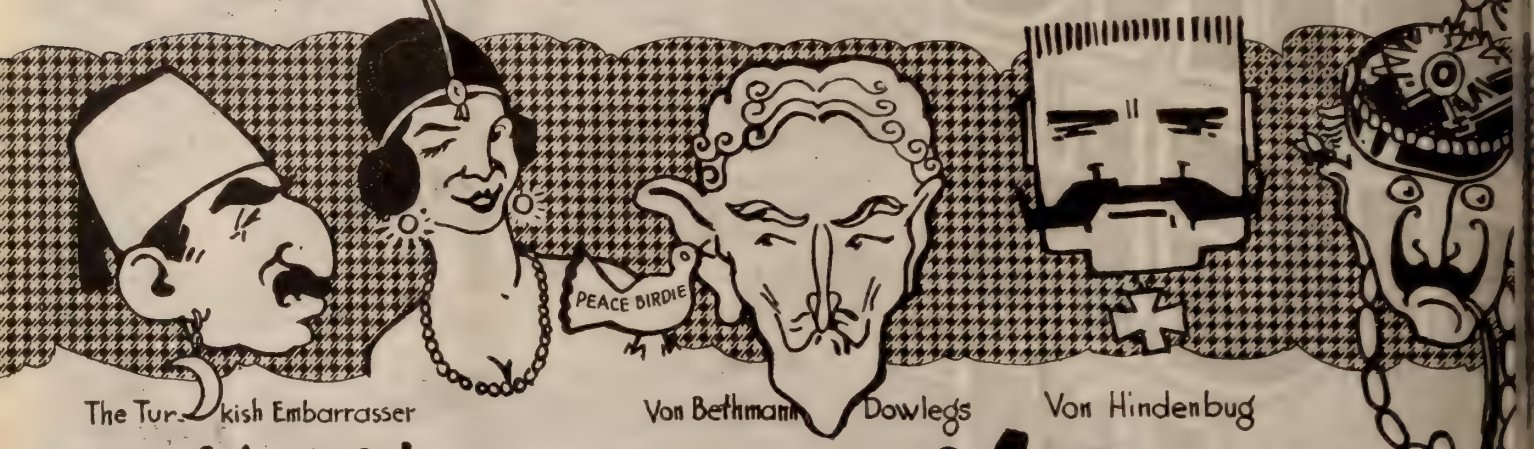
O. WOEMPER.


The Whole Colossal Drama of the War!
—stupendous
—electrifying
—overwhelming
—a marvelous compacting of all the greatest incidents of the war both here and abroad and absolutely authentic to the last detail.
—at the Broadway Theatre, an instantaneous triumph
—watch your mail for the big Advertising Folder
—reserve by wire--now!
JEWEL Productions INC
1600 Broadway New York City
CRAS
THRO
TO BL

HING
UGH
RLIN'

America is Roaring

"The GEEZER"



The Turkish Embarrasser Von Bethmann Dowlegs Von Hindenbug

One of the 2-Column Housepackers

"Shoot 'em in the pants Your Majesty"—
(one of the killing scenes in)
"The GEEZER OF BERLIN"
A TRAVESTY on "The KAISER"—the Beast of Berlin"
Twill be the talk of the country.
LAUGH---LAUGH---LAUGH
YOU are in for the biggest treat of the year "THE GEEZER OF BERLIN"—a travesty on "THE KAISER THE BEAST OF BERLIN"—makes a monkey out of the puffed up, pompous, swell headed Kaiser. What they don't do to this dampbust Emperor is a caution. You'll scream with joy. You'll roar with laughter. Take the whole family. It's the comedy production EXTRAORDINARY Sumptuously staged. Elaborately produced.

Oh Boy

Talk about hitting the nail on the head! America was crazy to laugh its head off and didn't know what ailed it. Then we uncorked "THE GEEZER," just exactly as we uncorked "The KAISER"—right when the whole country was aching, almost crying for it—and they greeted it with a howl of delight. And the best of it is—"THE GEEZER" is a travesty on the Big Picture that all your people have seen—that's why they get twice the fun out of it. It's the comedy hit of the year—you can't get away from it. They yell for more.

JEWEL Productions
1600 Broadway New York City

with Laughter at—

"THE GEEZER OF BERLIN"

it's Rich!

A Golden Laugh in Every Ad!

"Somebody tapped his Majesty on the coco and he's sore as a boil"
{another of the killing scenes in}
"THE GEEZER OF BERLIN"
A TRAVESTY on "The KAISER-the Beast of Berlin"
The picture that will make you roar & scream with laughter
The Big Comedy Smash of the Season
IF you want to see the comedy that will make you split your sides with laughter—see "THE GEEZER OF BERLIN"—(a travesty on "The Kaiser, the Beast of Berlin") see "The Geezer."
Shoot 'em in the pants, see "The Geezer" get kicked in his front compartment, see this great comedy, staged with regal sumptuousness. No picture like it. No picture like it. YOU THE FAMILY WITH
Saw thru out here
separated insert Theatre Name, Date, etc.
Between parts thus
G. O. B. Ad

It's rich. Richest in fun and settings and costumes. "THE GEEZER" isn't any cheap slap-stick comic. This is the real, all-wool-and-a-yard-wide, non-shrinkable comedy stuff—directed with just as much care as the best JEWEL you ever saw. That's why it gets 'em—that's why "THE GEEZER," comedy though it is, is a whole lot better than a good many serious imitations of "THE KAISER." Don't let this golden money-maker get by for anything in the world. Get the Posters—use the Ads. Play it up big. Book it now.

JEWEL Productions INC
1600 Broadway New York City

Harry Gribbon-May Emory and the Cutey Girls in "A PULLMAN BLUNDER"

Book thru your nearest Universal Exchange or
UNIVERSAL FILM MFG.CO. 1600 Broadway, N.Y.
CARL LAEMMLE, PRES.

IT'S AN L-KO

Get this, Mr. Exhibitor!

"Regardin' feature pictures . . . . .

"Do business the way we do out West, particularly the way they do it in Missouri.

MAKE 'EM SHOW YOU . . . . .

Don't let 'em swamp you or stampede you with a lot of Hi' falutin' phrases and 110-pound adjectives.

Bunk is the easiest thing in the wide world to spill, and the hardest darned thing in the world to collect on, especially when you can't get away with it.

Exploitation and advertising a picture to the Exhibitor is all O. K. when the picture is there, but it's like bein' at the receivin' end of an army mule when you come around the second time with a picture if the first one flops.

I've received many letters from Exhibitors, and I guess they've written me from most every State in the Union, tellin' me how well their people liked my pictures. That hasn't swelled my head. It has made me work harder to make better pictures, and it's my honest opinion that there are no Western features produced by any Company in the business that beat our Westerns, and there's one way to play safe.

Go see "WILD WOMEN"—and—"STRAIGHT SHOOTING"—"HELL BENT"—"A WOMAN'S FOOL"—"THREE MOUNTED MEN," and let nothing influence you except the pictures.

That's the way we do out West. We make 'em show us. Conversation and bunk don't go out here. We demand the goods. You do the same and you'll get the goods in all Harry Carey pictures and in every Universal Special Attractions.

Cordially yours,

Harry Carey

PRESS SHEET FOR THE BLUEBIRD

Monroe Salisbury in "That Devil, 'Bateese'"

THE STORY.

(*Copyright* 1918, *Bluebird Photoplays, Inc.*)

KATHLEEN ST. JOHN leaves her Montreal home when a broken romance clouds her happiness. She goes into the Canadian woods to teach a parish school.

On her way to the home of a kindly old priest, who is to watch over her, Kathleen becomes lost and falls into the clutches of Courteau, a dreaded bully of the woods.

He grapples with her and attempts to kiss her. Down the river on a raft comes "Bateese" Latour, "that devil, Bateese," as he is generally called.

"Bateese" struggles with the bully and beats him. He then tries to win Kathleen on his own account. Kathleen seems to have little interest in him and finds that her fondness is returning for the man she left in Montreal.

The man she left in Montreal comes to her in the woods. A reconcilliation is about to take place. "Bateese" sees Kathleen in the man's arms and hurls him against a tree. Then he forces Kathleen to go to a notary and be married against her will. After the ceremony "Bateese" goes away when Kathleen says that she does not love him.

The man from Montreal and Courteau grapple to the death in Kathleen's cabin for the girl. She runs out into the night calling for "Bateese." He has thrown himself from a cliff in agony a moment before. As she reaches him he is found to be badly injured but alive.

It is then that Kathleen realizes that she loves: "That devil, "Bateese.'"

Story by Bess Meredyth.
Scenario by Bernard McConville.
Directed by William Wolbert.

CAST.

Bateese Latour	Monroe Salisbury
Kathleen	Ada Gleason
Martin Stuart	Lamar Johnstone
Louis Courteau	Lon Chaney
Father Pierre	Andrew Robson

LOVE CONQUERS DEVILTRY.

Monroe Salisbury Has Strong Play in "That Devil 'Bateese'."

IS deviltry hereditary? Friends of a black sheep son of a black sheep father says "Yes;" friends of a model son whose father had not been all that he should have, and had been much that he should not have been, answer unswervingly, "No." It's a mooted question.

"Batiste" Latour, a French-Canadian logger, is a sympathetic, kind-hearted sort of fellow, who lets his anger and his evil passions get away from him periodically, and who thus earns the sobriquet, "That Devil, 'Bateese'."

After going through a series of adventures in which his good nature and his evil tendencies are alternately manifested, he sees a girl he likes, runs off with her and forces her to marry him. Then the devil in him is submerged and he tries to win her love, which he does. And when a little boy is born to the happy couple, Batiste grins and in his simple way voices his views on hereditary traits: "BA GOSH! DAT LEETLE 'BATEESE' HE WILL BE DEVIL JEST LIKE HEES FADER."

Monroe Salisbury, Devil "Bateese" No. 1, and Devil "Bateese," Second Edition, will be seen at the ..... Theater ..... in Director William Wolbert's fascinating Bluebird, "That Devil, 'Bateese'."

The management of the ..... Theater announces the showing on ..... of the latest Bluebird picture, "That Devil, 'Bateese'," a remarkably gripping French-Canadian story, with Monroe Salisbury and Ada Gleason in the principal roles. The cast includes Andrew Robson, Sam De Grasse and Lamar Johnstone.

HERALD FOR "THAT DEVIL, 'BATEESE'."

A SHATTERED romance that clouded the French-Canadian skies for Kathleen St. John, of Montreal, sent her to Montrouge in the interior to seek forgetfulness.

There she met "Batiste" Latour, generally referred to as "That Devil, 'Bateese'."

She met him first when his gleaming knife which always "joomps from out his belt" saved her from the desire of Courteau, a bully of the woods.

Of course "Bateese" loved Kathleen in fact he loved most every woman he met, but Kathleen was not sure that she did not still love the man in Montreal and so manifested profound indifference toward the laughing man of the big woods who attended upon her like a pet lamb to the surprise of the village.

But when the man from Montreal and Courteau, the bully, fought for the girl as though she were a gold piece at stake in a gambling game, she realized that she loved "Bateese."

It seemed too late. A moment before he had hurled himself from a cliff.

But to tell you that it was not exactly too late and that Kathleen found a happiness she little dreamed of, would be taking gust out of a hurricane photo-drama which you must see to appreciate.

Ada Gleason, who will be recalled as "Romance" in the subject of that name, in which Monroe Salisbury was the "Allesandro," will support Mr. Salisbury in his latest production, "That Devil, 'Bateese'," which will be shown at ..... Theater, on .....

AT A GLANCE.

STAR—Monroe Salisbury.

PREVIOUS HITS—"The Guilt of Silence," "The Eagle," "The Rustler of Wind River," "The Savage," "The Desire of the Moth," "The Door Between."

DIRECTED BY—William Wolbert.

STORY BY—Bess Meredyth.

SCENARIO REVISED BY—Bernard McConville.

SUPPORTING CAST—Andrew Robson, Lon Chaney, Ada Gleason, Lamar Johnstone.

LOCALE—The French-Canadian woods; a decade ago.

THUMB-NAIL THEME—Kathleen St. John, of Montreal, goes into the woods to teach school and to forget an unfortunate love affair. There she meets "Bateese" Latour, "That Devil, 'Bateese'." Kathleen is attacked by Courteau, a bad man. She is saved by "Bateese" but does not love him. "Bateese" forces her into a marriage. Then he goes away. When he hurls himself from a cliff in hope of death, but recovers, Kathleen realizes that she loves him.

ADVERTISING PUNCHES.

1—The romantic French-Canadian setting the lovable character of "That Devil, 'Bateese'," who exemplifies the ordinary French-Canadian who is our ally on the battlefield.

2—The rare combination of a strong religious theme cleverly disguised with rare dramatic action.

3—The star and his reputation with current successes to quote.

4—The unusual angle of the hero forcing the heroine to marry him, then when the spectator has lost faith in him, going away until she shall call him back of her own will.

5—The well known personnel of the supporting cast. The appearance of Andrew Robson in a clerical role.

Lon Chaney, one of Bluebird's cleverest character actors, will be seen in support of Monroe Salisbury in his latest Bluebird photoplay, "That Devil, 'Bateese'," which will be shown at ..... Theatre, on ..... Chaney will have the role of a "Canuck."

WHISKEY, KNIFE, DEVIL!

Evil Personified by Monroe Salisbury in "That Devil, 'Bateese'."

"BATISTE LATOUR—"That Devil, 'Bateese'," came down the river on a raft. On one side of his gridle hung a flask of white whiskey. On the other side a knife gleaming evilly in the yellow sun of a French-Canadian morning.

Being quite pleasantly drunk and with nothing to worry him but his pay which jingled teasingly in his pocket, "Bateese" was nearing the town of Montrouge where excellent liquor was to be had and no one to bother except old Father Pierre who pestered one about hearing mass, yet was kindly in his criticism of white whiskey.

On the moss shore "Bateese" saw the twigs wave violently as though a struggle was going on in the thicket. He jumped ashore in time to save Kathleen St. John of Montreal from being forcibly kissed by Courteau, a bully of the woods.

How "Bateese" loved Kathleen and how she turned him away, and how he sought death, is the theme of "That Devil, 'Bateese'," a refreshingly good Bluebird photodrama with a hurricane of action to ruffle the feathers of boredom.

As "Bateese," a lovable French-Canadian lumberman, Monroe Salisbury does worthy dramatic work that will add his current play to the list of successes in which he has starred.

See "That Devil, 'Bateese'" to-night at the ..... Theater.

A PARADOXIAL DEVIL.

Monroe Salisbury Has Two Natures in "That Devil, 'Bateese'."

WHEN is a Devil not a Devil? When he is a paradox.

Monroe Salisbury is a devil, and yet he is not. He is good and he is evil. And this curious mingling of virtue and vice in the makeup of Monroe Salisbury, as "Batiste" Latour, in that Bluebird production, "That Devil, 'Bateese'," makes the photoplay stand out as a Jekel-and-Hyde epic of the Canadian woods.

In the first place, "Batiste" never goes to church. But he meets Kathleen and falls in love with her, and she persuades him to accompany her to the village place of worship. And he likes it.

But on the way home from church Kathleen's fiance comes along and cuts poor "Batiste" out. So "Batiste" celebrates his first church attendance by going out and getting drunk. That Devil—that Devil, 'Bateese'.

But whether 'Bateese' is worthy of his sobriquet must be decided when you see this masterful Bluebird photodrama at the ..... Theater tonight.

ADVERTISING CATCH LINES—**

YOU CAN LEAD A GIRL TO THE ALTAR BUT YOU CANNOT MAKE HER LOVE.

A FLASHING SMILE AND A GLEAMING KNIFE.

IT WAS THAT DEVIL, BATEESE.

THERE SHOULD BE A FINE OF $7 FOR KILLING A MAN LIKE HIM.

COULD YOU LOVE A MAN WHO FORCE YOU TO MARRY HIM?

A SAINT SOBER; A DEVIL DRUNK—SEE "THAT DEVIL, 'BATEESE'."

GIRL WON BY DEVIL.

Charming Love Interest in Monroe Salisbury's, "The Devil, 'Bateese'."

THE crisp, spicy air of the French-Canadian woods will come to you in a gale of hurricane action tonight at the ..... Theater, where you will see Monroe Salisbury in his latest Bluebird master photodrama, "That Devil, 'Bateese'."

The star of a score of successful Bluebird photoplays plays the role of a devil-may-care French-Canadian lumberjack who blazes a trail across icy indifference to the heart of a Montreal society girl who sought the north woods as a sanctuary in which to forget a mistake in love.

There is action in "That Devil, 'Bateese'." So much so, in fact, that the murmuring pines will bring even greater peace to your heart as you watch "Batiste" in his conquest.

Salisbury has every charactertistic toward the realism of his part.

Go to the ..... Theater tonight, take your place on the edge of the seat, and play "That Devil, 'Bateese'" for a winner.

SALISBURY'S NATIONALITY.

Star of "That Devil, 'Bateese'" is "Multiple" Type.

MONROE SALISBURY, star of "That Devil, 'Bateese'" and many other distinct photodrama successes, says that nearly half of his "fan" letters ask the same question:

"What nationality are you?"

In this regard Salisbury has them guessing. is characterizations are so vivid that his appearance in pictures like "The Savage" stamp him as an Indian. But in his latest success, "That Devil, 'Bateese'," he stars as a French-Canadian and with such realism that French-Canadian fans are hailing him as a long lost nephew.

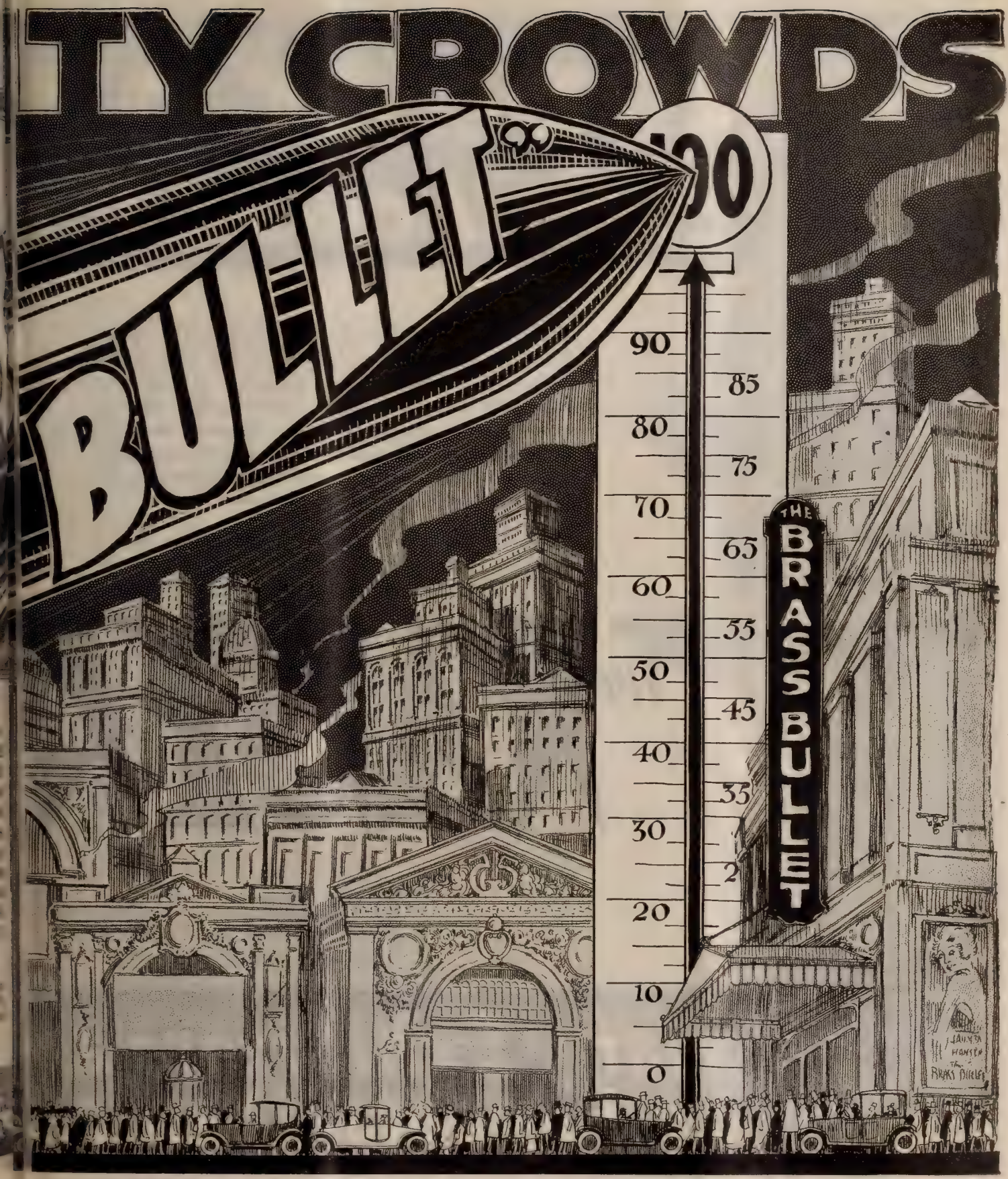
The name, Monroe Salisbury, as it appears in 26-inch letters on billboards through the country, is unmistakably British in its origin, although the owner thereof can pass for anything but a Fiji Islander; and he has never even tried that.

100% CAPAC

CAPACITY Crowds are now greeting the Universal's latest and greatest serial—"THE BRASS BULLET," featuring bewitching Juanita Hansen, the most fascinatingly beautiful girl that ever appeared in any Universal serial. Millions of people want to see a beautiful girl as the heroine and a handsome man as the hero. Juanita Hansen will hypnotize your audiences with rare beauty and magnetic personality, while dashing Jack Mulhall will delight your crowds with his fearlessness and vigor. "THE BRASS BULLET" is the Serial De Luxe, filmed amid the enchanting environs of Santa Catalina Island, California.

Your nearest Universal Exchange will mail you a free copy of the big Advertising campaign book that contains all the ready prepared newspaper ads, publicity stories, and helps. Get a copy today. See what is awaiting you to make this the biggest serial winner you've ever played. BOOK IT NOW. Advertise it BIG.

Book thru your nearest Universal Exchange, or communicate with the UNIVERSAL FILM MFG. CO., Largest Film Mfg. Co. in the Universe, Carl Laemmle, Pres., 1600 Broadway, New York


TY CROWDS
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THE BRASS BULLET

Repeat on —you'll clean up

REPEAT? Why, Man! Of course you'll repeat! It's only a question of how soon and how often. Take our tip—repeat now. And again on your next open date. And then again. Because 90% of your advertising is already paid for. Because no other production ever had such unending publicity. Because no other picture in the whole history of the business ever had so many imitations.

Book it at least twice more and do it now.

THE KAISER

JEWEL Productions INC
1600 Broadway, New York City

Many Exhibitors are on Repeats than on

THE KAISER" with it Again!

The big fact about "The KAISER" is not that it breaks your record on its first showing, but that it will keep on breaking it—up to the third, fourth and fifth repeat. Did you ever hear of an imitation that would do that? Our biggest jump in bookings on "The KAISER," both on First Showings and on Repeats, started right after its imitations had been released.

Don't put your money on an "also ran"—play a thoroughbred.

The Beast of Berlin"

JEWEL Productions INC
1600 Broadway, New York City

ashing in Bigger irst Showing—

The Distinguished Character Actor

Frank Keenan

in his greatest western photodramatic success

"The Long Chance"

Pronounced by Critics, Trade Press, Newspapers and Exhibitors the finest portrayal of any early western character ever seen on the screen.

NEVER in all his long and brilliant Stage career has Frank Keenan ever done a finer bit of character acting than that of the easy-going, carefree, dangerous Western gambler in the new revised version of "THE LONG CHANCE." As the Beau Brummel gambler of his day and country, his work in "THE LONG CHANCE" stands out in clear cut cameo relief. Book this great drama that promises a treat for millions.

Book thru your nearest Bluebird Exchange or

BLUEBIRD PHOTO PLAYS, Inc.

1600 Broadway New York.

Another Smashing Big 2 Reel Special
Featuring Daring Reckless

Helen Gibson

heroine of the Sensational Railroad Dramas
in

"DANGER AHEAD!"

A big 2 reel Railroad ^^^^
Thriller with gripping action
that will pack 'em in. Two
Reels of drama that match up
with any of the fastest 5 Reel
railroad dramas you've ever seen.

Book thru your nearest Universal
Exch. or UNIVERSAL FILM MFG. CO. ^^^^
Carl Laemmle Pres. 1600 Bway. N.Y.

"THEIR SPORTING BLOOD."

Nestor Comedy with Pat Rooney.

CAST.

Nifty Nick.....Pat Rooney
Hazel Nutt.....Marcia Moore

NIFTY NICK and his mule drive into town and Nick meets Hazel Nutt, the village vampire, whom he finds very attractive. In order to make a favorable impression, Nick invites the fair young damosel to a joy ride. Hazel accepts but the mule gets tired and refuses to do his bit. Just then Percy Peanut, who is engaged to Hazel, arrives and finds Nick beating his time. Percy takes Hazel for a ride in his jitney bus, to Nick's discomfiture.

The villian, a dashing devil with leather puttees and a riding crop, comes to town and makes a hit with Hazel by promising her automobile rides and silk stockings. Nick gets a flock of cucumber blossoms and Percy an imitation diamond to present to their queen. Hazel is visibly impressed and promises a kiss to the winner of a mile race.

The race starts. Nick's mule, "Mothballs," quits about half way, Percy's flivver breaks down and the "villian" also experiences difficulties. Finally, everybody starts running. Nick scores on his rivals by taking Hazel into the house of a "squire" along the road and when the other two finish the race. they find Hazel has become Mrs. Nick.

"THE FLAME OF THE WEST."

Two-Reel Western Drama.

CAST.

Jane.....Cleo Madison
Her Father.....L. M. Wells
Jeff.....Charles Gunn
Lem.....William V. Mong
The Sheriff.....B. T. Henderson
The Halfbreed.....Bertram Grassby

JANE, a country girl, lives in the mountains with her father, a stage driver. She has two admirers, Jeff, a deputy sheriff, and Lem, a barber by trade but gambler by profession.

Lem loses heavily in a game and gets drunk. He goes to Jane's cabin and tries to force his attentions upon her. Jeff comes along and gives Lem a thrashing. Lem slinks away, sore in mind and body and vowing to be avenged. Jeff confesses his love for Jane. She reciprocates and they become engaged. Jeff agrees to return that night to see his sweetheart.

That night Lem decides to rob the stage and make it appear that Jeff did it. He and his pal attack Jeff as he is leaving Jane's home and steal his clothes while Jeff is unconscious. They leave Jeff's hat near the scene of the robbery.

The next morning the stage driver finds Jeff recovering from the effects of the attack. Believing the deputy guilty, the driver takes him to his home and leaves him in Jane's charge. Jane, believing her lover innocent, lets him go. Suspecting Lem, she hunts for him and finds him with the other robber dividing the stolen money. She goes after the sheriff but when the latter and Jane return both thieves are mortally wounded as a result of a fight over the money.

Jane then goes to where Jeff is waiting for her and the two are happily united.

"HER WHIRLWIND WEDDING."

Two-Reel L-KO Komedy.

CAST.

The Old Farmer.....Bob Mackenzie
His "Eddicated" Son.....Chester Ryckman
Hector Hoot.....Porter Strong
Mr. Succotash.....Harry Loraine
Sally Succotash.....Eva Novak

OLD MAN JELLYFISH thought four years at college would transform his son Algernon into a veritable "white hope" and he is chagrined to find, when Algy returns to the old home burg, that the pride of his life hasn't much more "physique" than a table onion. Even pretty Sally Succotash, who returns from college at the same time, can't see much to rave about in the "eddicated" Jellyfish boy until Algernon pulls some gewhilliker hero stuff and rescues her from Hector Hoot, a little "wilyun" with lots of coin.

Of course, a wedding is the only thing that could mean anything in the young lives of Algernon and Sally after that, so the proper arrangements are made.

Just as the ceremony is about to begin, Hector Hoot walks in and reminds Father Succotash that the latter's bankroll isn't any more valuable than Swedish matches in war time, and offers to help out the old man on condition that he get Sally. Bridegrooms are switched.

Then comes a telegram informing Old Man Jellyfish that a relative has left him ten million dollars. Hector is told to evacuate the premises and Algernon again takes Sally into his arms. Just as the ceremony is about to start all over again a bomb, which the fiendish Hector had placed in the

house, explodes. Amid the falling walls and flying timbers and clocks and such, the happy pair speak their marriage vows and agree to live happy ever after.

SYNOPSES OF NESTOR, CENTURY, LYONS-MORAN STAR COMEDY, WESTERN DRAMA.

SCREEN MAGAZINE, No. 87.

LOSSES due to the decay of perishable fruit have been eliminated by 1,780 farmers growing berries in the Pacific Northwest through the establishment and operation of their own canning factory. They sell as canned product all that is not marketed as fresh. An official film of the United States Department of Agriculture, released through the Screen Magazine, No. 87, shows this cannery in operation. A most entertaining, yet instructive feature of the Magazine is a film showing how the honey of wild bees is located and procured in the forests of Washington. The hatching of pheasants' eggs, which would cost about $5 each if obtainable for eating purposes, also is shown in the Screen Magazine in a film which has more than usual educational value. The making of glassware and ingenuity of workers who blow the molten mass into beautiful ornaments has been filmed for the Screen Magazine. Another one of those interesting films showing Willie Hopkins, noted sculptor, fashioning caricatures of noted personages in mud and clay, has been entitled, "Kaiser Bill."

"BRASS BULLET," SCREEN MAGAZINE, CURRENT EVENTS AND ANIMATED WEEKLY.

"THE BRASS BULLET."
Episode No. 5—Two Reels.
"THE MOCK BRIDE."

CAST.

Rosalind Joy	Juanita Hansen
Jack James	Jack Mulhall
Spring Gilbert	Joe Gerard
Victor King	Ashton Dearholt
Mrs. Strang	Helen Wright
Dr. Canfield	Harry Dunkinson

JAMES is sinking in the quicksand. Gilbert and King, on the cliff above, refuse to rsecue him unless Rosalind agrees to marry King at once. She finally agrees and the ceremony is performed before James is pulled to the top.

Although weak from his experience, James becomes infuriated when he sees Rosalind being carried off by King and attacks both King and Gilbert. During the fight Rosalind runs to the coach, where the sheriff, Dr. Canfield, Mrs. Strang and several deputies have landed from the police boat, and persuades them to separate the struggling men. Mrs. Strang then accuses James of the murder of Homer Joy and he is arrested.

James is imprisoned in the Joy home. He is puzzled when Mrs. Strang, his accuser, shows him a secret exit and tells him her plan to help him escape. She fires a revolver to attract the crowd to her. James forces Dr. Strang to accompany him in an attempted rescue of Rosalind, who, in the meantime, has been carried off to Gilbert's yacht.

The suitcase containing the money, which had been left under Rosalind's pillow by Harry, the man of mystery,

has been found by her but is left carelessly on the beach by King, who does not know its contents.

Back in the Joy home, the deputies discover the hidden trap in the laboratory. James manages to escape and, with Dr. Sanfield, starts for the yacht.

UNIVERSAL ANIMATED WEEKLY
No. 37.

Stenographers—Typists.—You are urgently needed by the Government for important war work. See representative U. S. Civil Service Commission, Post Office, any city.

Barber Buys Gun and Wins Championship.—John Henry, who trims hair in Elkhart, Ind., had a hunch he could shoot and proved it by winning the Grand American Handicap for Trapshooters.—*Chicago, Ill.*

French Zouve Band Carries London by Storm.—Seventy bronzed bandsmen in their picturesque blue and red Oriental uniforms, escorted by battle-scarred veterans of many conflicts, arouse London to high pitch of excitement.—*London, Eng.*

Labor Department Recruits Men for Army of Industry.—Hundreds of laborers from the West arrive in the National Capital for work in the shipyards along the Potomac.—*Washington, D. C.*

Wonders of Science Reduce Horrors of War.—Wounded Tommies recently returned from battle-front hospitals show what can be done with artificial hands and arms at British War Exhibit.—*San Francisco, Cal.*

Women Workers Aid Britain In War-Time Saving.—King George and Queen Mary visit one of the great depots where soldiers' shoes from the front, returned as worn out, are repaired by women shoemakers replacing men in the army.—*London, Eng.*

Beauty of the Screen Adopted by Naval Lads.—Mary MacLaren, beautiful Universal star, is made a daughter of the "Annapolis of the West" by the formal presentation of a commission making her a junior officer.—*San Pedro, Cal.*

"Battle Plane 1,000" Is On the Way To Smite the Hun!—Employees of the Dayton-Wright Aeroplane Company let loose their patriotism as the thousandth swift cruiser of the air is completed and sent amid rejoicings on its way to France.—*Dayton, O.*

Baker Greets Wounded Heroes of Rheims Salient.—First of American wounded to arrive at Walter Reed Hospital are visited by Secretary of War Baker and Chief of Staff General Peyton C. March.—*Washington, D. C.*

In London With "Sammies" and the Sailors.—They used to think it a queer place, but now they're quite at home and having a good time and raise Old Glory religiously every morning at their camps and canteens.—*London, Eng.*

Belgium.—'Midst ruin and desolation, and threatened with complete extinction her Hero has stood, broken but not crushed——

Italy.—On the heights, confident and unafraid, he awaits the barbarous enemy, constantly alert, with defiant banner lifted——

France.—He will not soon forget the nameless wrongs of the despoiling stranger, nor yield his hard-won liberty to the encroaching Hun——

England.—Battling without fear, oblivious to shot and shell, he stands in a veritable inferno, stoical and unmoved——

America.—That men everywhere may breathe the air of human freedom; that nations weak and helpless may no longer be vandalized and trodden down; that the world may become forever safe from the tyranny of militarism—the American boys with Old Glory go "over the top!"

"THE EXTRA BRIDEGROOM.
Lyons-Moran Star Comedy.

CAST.

Grocery Boy	Eddie Lyons
Butcher Boy	Lee Moran
Grocer	Fred Gamble
His Daughter	Dorothy De Vore
The Rival	Harry Nolan

ED, a grocery clerk, and Lee, a butcher boy, both working in Gamble's store, are in love with Gamble's daughter but neither knows that Harry, a wily devil, also likes Dorothy. The boys are invited to a party at Dorothy's house. Ed buys a bug box of flowers and Lee a box containing a large bottle of perfume. Ed, thinking Harry his friend, shows the latter the flowers. Harry then tells Lee and helps Lee to substitute vgegtables for the flowers, when Ed isn't looking. Then Lee shows Harry the perfume box. Harry tells Ed and helps Ed to substitute vegetables for the perfume in Lee's box.

Each of the boys think he has put it over on the other but Harry, the false friend, has a quiet laugh all to himself, knowing he has fooled both of them.

At the party that night Ed and Lee give the boxes to Dorothy, who leaves the boys in a rage when she finds only vegetables in them. The boys get into a fight and throw the vegetables at each other. Stray turnips and cabbages and tomatoes hit guests in the other room and Dorothy's father puts the boys out. The next morning at the store they are fired. As they leave, their misery is deepened by the sight of Dorothy pinning to the lapel of Harry's coat one of the roses which Harry had stolen, with the perfume, from the boys the night before, and with which he had won the favor of the girl.

An Open Letter to Mr. Jake Wells

OF ATLANTA, GA.

My Dear Mr. Wells:—

You remember that P. T. Barnum once said about "there's one born every minute." That may have been true to a very large extent in Mr. Barnum's day when the show business was in its infancy, but times have changed.

Long ago, a Showman could give his patrons most any old kind of an attraction and, as we might say, "get away with it."

Fortunately that condition is gone forever, and lucky that it is, for if still here, there would be no need for the all lavishness and fascination of such pictures as UNIVERSAL SPECIAL ATTRACTIONS.

Today the shrewd Exhibitor gives his patrons what they want—and they want THE BEST most everywhere. Thus this is the day of the finer pictures, the day of the "show me" patron,—the day of advanced ideas and vast improvements of cinematography.

To be a genuine drawing card, a production must have an absorbing story, capable direction, picked cast headed by a real Star. These, together with brilliant photoplay, highest perfection in detail, settings, etc., will get the money for any theatre.

That's precisely the description of our UNIVERSAL SPECIAL ATTRACTIONS, in which we feature Mae Murray—Dorothy Phillips—Harry Carey—Mary MacLaren—Priscilla Dean and Herbert Rawlinson.

Pompous adjectives will not cover up a bad picture. Thus the usual display of plain and fancy advertising statements are here omitted. In plain understandable English, we say to you—Mr. Wells, call up the Universal Exchange at 111 Walton St. and ask them to arrange an appointment so that you may see some of the first (or later) UNIVERSAL SPECIAL ATTRACTIONS.

As an experienced Exhibitor who can spot a winner a mile away, we will await your expressions on UNIVERSAL SPECIAL ATTRACTIONS with great hopes.

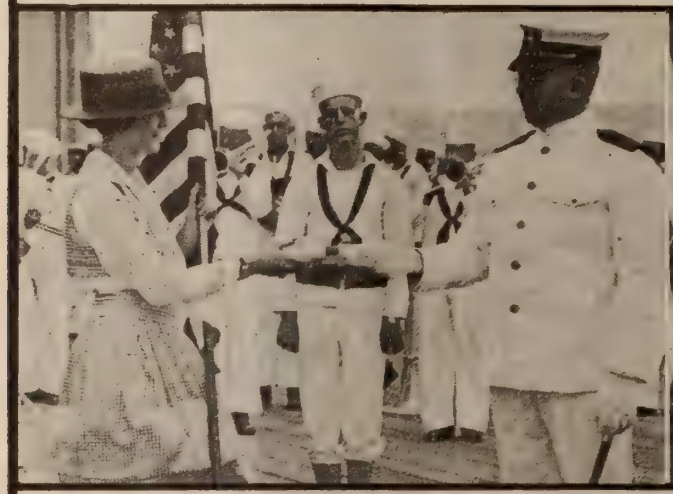
We have a high regard for your opinions on what constitutes truly fine pictures. May we hear from you then, after a private viewing of our UNIVERSAL SPECIAL ATTRACTIONS.

Very cordially yours,

Carl Laemmle

How much should a wife tell her husband ?... BOOK
Fritzi Brunette
in the powerful picturization of Sidney Toler's Great Stage Success
PLAYTHINGS
—and give your patrons one of the biggest Punch Plays of the Season..... Superb Supporting Cast including Lew Cody and others
Book thru your nearest Bluebird Exchange.....or BLUE BIRD PHOTO PLAYS 1600 Broadway New York

SCENES FROM ANIMATED WEEKLY No. 37.



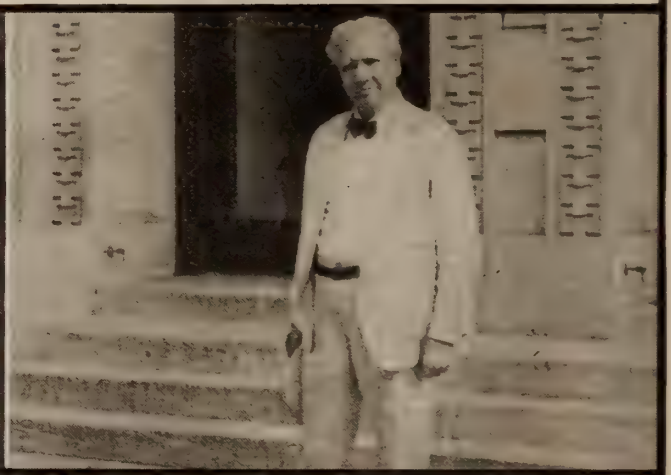
Mary MacLaren, beautiful Universal star, gets junior officer's commision in Navy.

Wounded Tommies from war hospital show what can be done with artificial hands and arms.

American soldiers and sailors feel "right at home" in London these days.

America, standard bearer of world liberty, takes Old Glory "over the top." One of a series of tableaux.

Secretary of War Baker and General March greet first wounded Americans brought home.



John Henry, an Elkhart, Ind., barber, who got a hunch he could shoot and went out and won the championship.

Bluebird Cue Sheets

By JAMES G. BRADFORD

"THE LONG CHANCE"

No.	Min.	(T) Title or (D) Description.	Tempo.	Selection.
			REEL I.	
1	2	At Screening	3-8 Adagio Espressione	*Adagio Cantabile—Strauss
2	1¾	T. Oliver Corblay	4-4 Allegretto	Idilio—Lack
3	1½	D. Flash Back—Harly At Table	3-4 Allegro	Eve—Crawford (One Step)
4	2	T. Two Weeks Later	4-4 Andante Moderato	*Her Dream—Caruso (Ballad)
5	2¾	T. To the Belle	2-4 Allegretto	Intermezzo—Onivas
			REEL II.	
6	1½	T. A Few Days After Wedding	4-4 Andante Moderato	*Her Dream—Caruso (Ballad)
7	1¾	T. As New Owner	4-4 Moderato	Sahara—Frey (Fox Trot)
8	1½	D. Oliver and Carey at Table	2-4 Allegro	Harrison Fisher—Creager (One Step)
9	1½	T. A Desert Tragedy	4-4 Allegro	Tempest—Lake (Storm)
10	1¼	T. Several Days Later	3-4 Valse Lente	Chanson Bohemienne—Boldi
11	2	T. In San Pasquale	6-8 Andantino	Over the Water—Hoffman
12	2¼	T. Mother of	4-8 Lento	Erotik—Grieg
			REEL III.	
13	2	T. A Few Hours Later	6-8 Lullaby	Slumber Boat—Gaynor
14	2¼	T. Back In San Pasquale	2-4 Allegro	A Little Good For Nothing—Von Tilzer (One Step)
15	2½	T. Come Quick, Your Mamma Is Sick	3-8 Adagio Espressione	*Adagio Cantabile—Strauss
16	1¾	T. Bob McGraw	4-4 Moderato	Pinochle—Caruso (Fox Trot)
17	1¼	T. Once More	4-4 Allegro	Furioso No. 1—Langey (Sand Storm)
18	2	T. Borax O'Rourke	4-4 Andantino	Dramatic Tension No. 64—Borch
19	2¼	T. An Evening Some Time Later	REEL IV.	
			2-4 Allegro	Derby Day In Dixie—Whiting (One Step)
20	1½	T. Her Day's Work Over	2-4 Vivace	Hurry No. 33—Minot
21	2	T. T. Morgan Carey	4-4 Moderato	Over the Top—Romberg (Fox Trot)
22	2	D. Bob and Girl	3-4 Valse Lente	*Sweetheart—Romberg (Theme)
23	2½	T. I Haven't Turned Dishonest Yet	4-8 Allegretto	Little Serenade—Grunfeld
			REEL V.	
24	4	D. Carey Confronts Bob	3-4 Moderato Assai, Quasi Adagio	Appassionato No. 40—Borch
25	3¾	T. I Didn't Come To See You	3-4 Moderato Agitato	Agitato No. 49—Shepherd
26	2¼	D. Harly Looks At Watch	2-4 Allegro Confuoco	*Sweetheart—Romberg (Theme)
27	1½	T. Passing of Worst Man	3-4 Valse Lente	

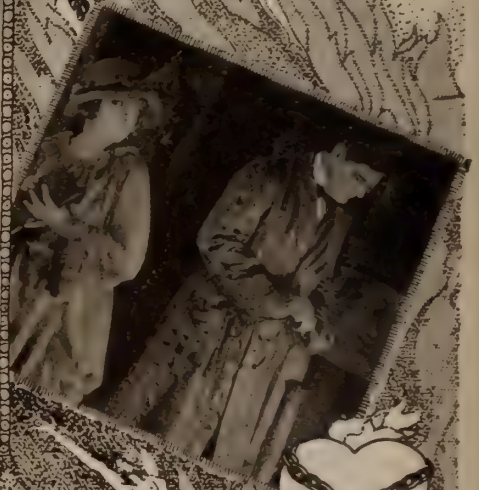
* Repeated Selections.

"FIRES OF YOUTH"

No.	Min.	(T) Title or (D) Description.	Tempo.	Selection.
			REEL I.	
1	1½	At Screening	3-4 Tempo di Valse	Petite Bijouteri—Bohm
2	2½	T. Lucille	6-8 Allegretto	Love In Arcady—Wood
3	3	T. In the Lonely Evenings	3-4 Moderato	Intermezzo—Granados (Omit Introduction)
4	1¼	T. Ronald's Nice Boy	6-8 Andantino	*Love Is a Story—Herbert (Theme)
			REEL II.	
5	1½	T. The Boy Came	3-4 Tempo di Valse	*Love Is a Story—Herbert (Theme)
6	2	T. The Romance Began	6-8 Andantino	Charmer—Vecsey
7	2½	T. John's Spare Time	2-4 Allegro	*Love Is a Story—Herbert (Theme)
8	1½	T. Don't You Think	4-4 Allegretto	Intermezzo—Arensky
9	1	T. That Evening	6-8 Andantino	Midsummer—McQuarre
			REEL III.	
10	2¼	T. No Doubt You Will Miss	2-4 Moderato Allegretto 4-4 Allegro	*Love Is a Story—Herbert (Theme)
11	3	T. Ronald Became	2-4 Moderato Con Agitazione	Canzonetta—D'Ambrosia
12	1¾	D. Lucille and Ronald Leave	6-8 Andantino	Perpetual Mobile—Bohm
			REEL IV.	
13	1½	T. God Forgive Me	2-4 Vivace	*Love Is a Story—Herbert (Theme)
14	2½	D. Lucille Re-enters House	4-4 Andante	Hurry No. 33—Minot
15		T. Waiting For Return	3-4 Moderato Con Passione	Berceuse—Iljinsky
16	2½	D. Ronald At Desk	6-8 Andantino	Appassionato No. 40—Borch
17	1½	D. Lucille Enters Ronald's Room	REEL V.	*Love Is a Story—Herbert (Theme)
18	3	D. Crook Enters Ronald's Room	9-8 Moderato Agitato	Dramatic Tension No. 44—Borch
19	3½	D. Ronald and Judge	3-4 Adagio	Adagio Pathetique—Godard
20	1¾	T. In After Years	6-8 Andantino	*Love Is a Story—Herbert (Theme)

* Repeated Selections.

Universal Special Attraction



Dorothy Phillips

Favorite Star of Millions in a great Big vital Drama... with a smashing Theme.....

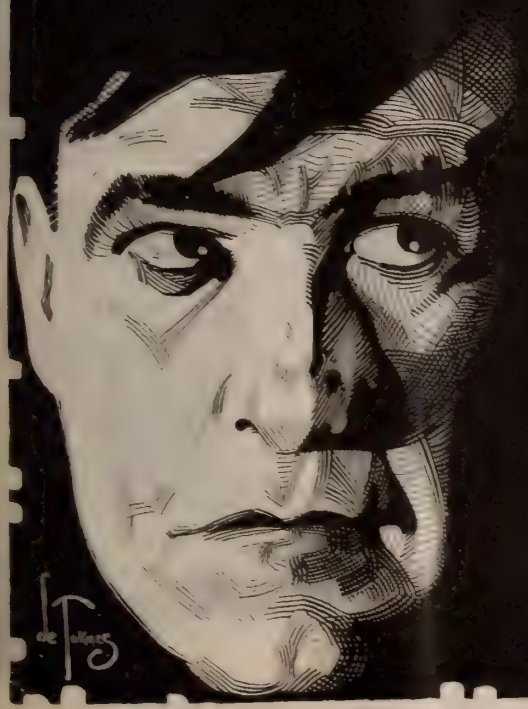
"The MORTGAGED WIFE"

Book thru your nearest Universal Exchange, or UNIVERSAL FILM MFG. Co. Carl Laemmle Pres. 1600 Bway, N.Y.

Harry Carey

with Mollie Malone and Betty Shade in Owen Wister's widely popular Story: "Lin McLean"

"A WOMAN'S FOOL"



GROWING

in popularity by leaps and bounds, Harry Carey, the idol of millions of photoplay fans, is easily one of the biggest drawing cards for Exhibitors in every part of the country. In such productions as "WILD WOMEN" — "STRAIGHT SHOOTING" —"HELL BENT"—"THREE MOUNTED MEN"—and now "A WOMAN'S FOOL," you see Carey at his best. From standpoint of story, direction, action, continuity and punch, no Western pictures ever filmed surpass Harry Carey in his recent pictures. Book and boost "A WOMAN'S FOOL" for the prestige and profits it will return to you.

Book thru your nearest Universal Exchange, or communicate with the UNIVERSAL FILM MFG. CO., "Largest Film Mfg. Co. in the Universe," CARL LAEMMLE, Pres., 1600 Broadway, N. Y.

They're named Attractions, because the nation-wide pulling power of their Stars unfailingly attracts record-smashing audiences to your theatre.

They are further defined as Special, because they have been given every possible refinement that unlimited money and the best brains in the business can produce.

And when we add the word —Universal—you have the guarantee that every one will be priced solely according to its own individual worth.

What more do you want?

UNIVERSAL
Film Mfg. Company,
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R. Langer

Mae Murray Productions

ial Attractions

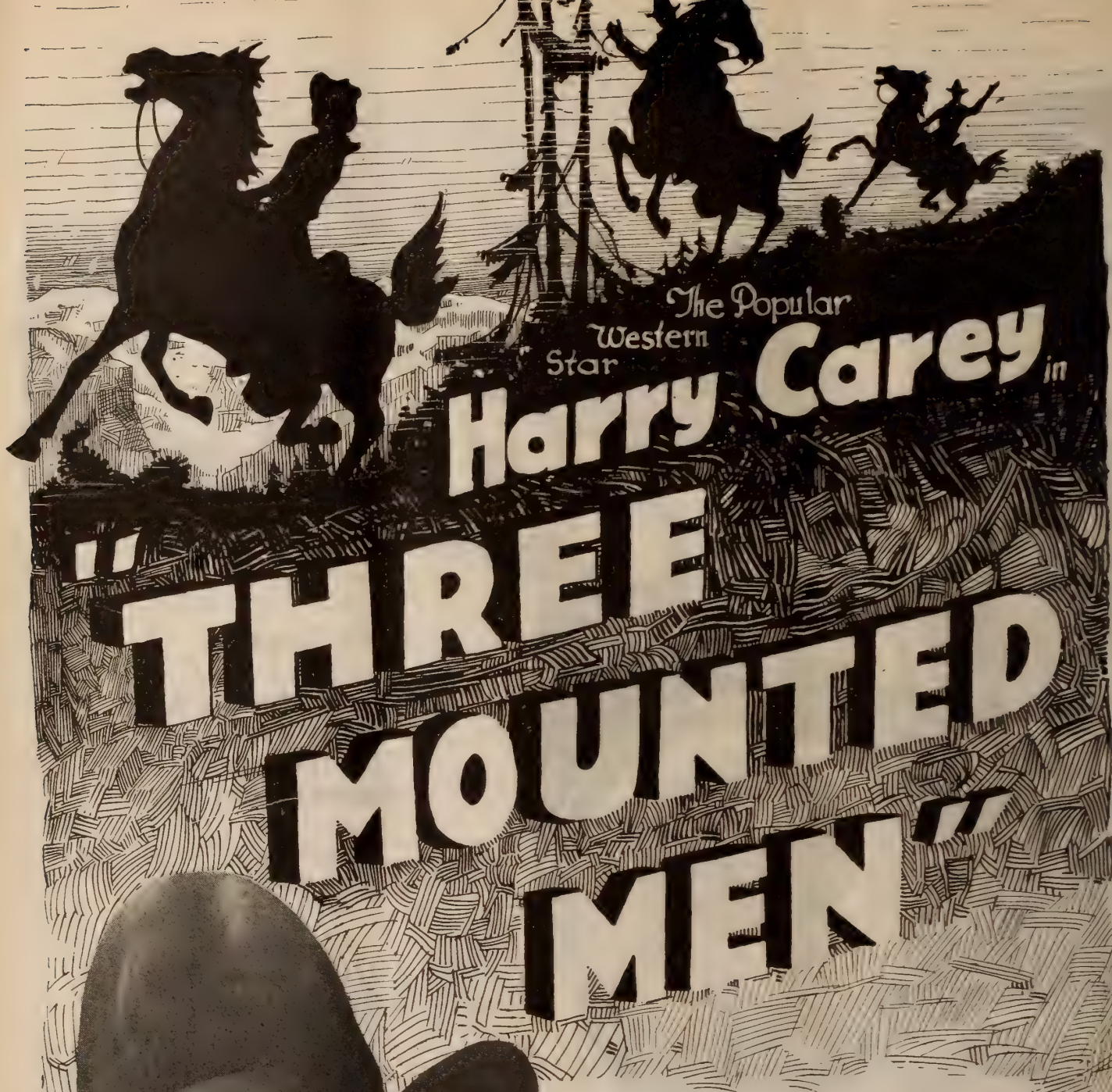
Mary MacLaren Productions

Herbert Rawlinson Productions

HARRY CAREY in
"Hell Bent"
"Three Mounted Men"
DOROTHY PHILLIPS in
"The Mortgaged Wife"
HERBERT RAWLINSON in
"Smashing Through"
MAE MURRAY in
"The Bride's Awakening"
"Her Body in Bond"
PRISCILLA DEAN in
"The Two-Soul Woman"
"Joan of the Apaches"
—coming
MARY MAC LAREN in
"The Models Confession"
"Bread"

See any one and you'll book 'em all.

UNIVERSAL
Film Mfg. Company,
1600 Broadway, N. Y.



THIS is an intensely exciting picture with something more than the usual Harry Carey punch and pathos and thrill. "Three Mounted Men" is a Universal Special Attraction, with the accent on the "Special." Take a look and you'll book. Your nearest U Exchange.

UNIVERSAL FILM MFG. COMPANY,
Carl Laemmle, Pres., 1600 B'way, New York.

The Brilliant Character Actor:

MONROE SALISBURY

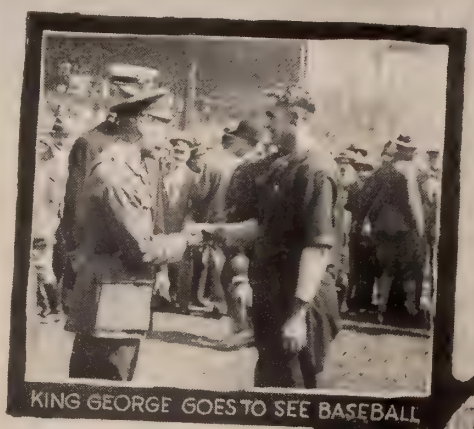
in his Portrayal of the beloved Rogue:

"That Devil Bateese"

A Story of glowing Warmth of the French Canadians

Book thru your local BLUEBIRD Exchange or BLUEBIRD Photoplays, Inc., 1600 B'way, New York.

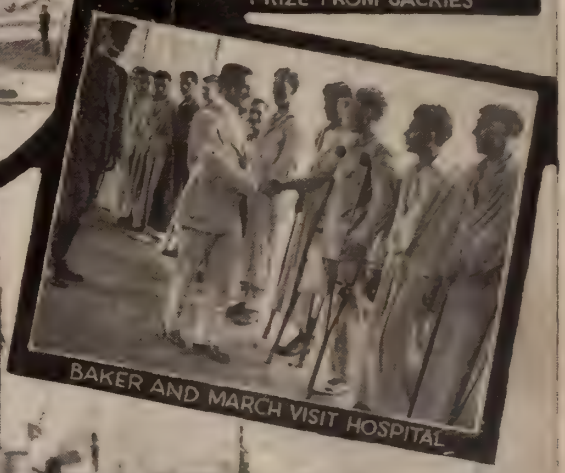
UNIVERSAL
ANIMATED WEEKLY and CURRENT EVENTS


KING GEORGE GOES TO SEE BASEBALL

MARY MAC LAREN WINS BEAUTY PRIZE FROM JACKIES

AIRSHIP NO. 1,000

KING GEORGE VISITING BOOT REPAIRING


BAKER AND MARCH VISIT HOSPITAL

CHORUS GIRLS AT PAPER HANGING

You Can Bet on It !

Whenever—whatever—wherever anything happens the whole world around you can show it first in your town thru the Big U Weeklies. Add the U Screen Magazine and you'll have the best educational as well as all the "scoops." Book, at the very least, two of these three today. Your people expect it. Any U Exchange.

UNIVERSAL FILM MFG. CO., Carl Laemmle, President. 1600 Broadway, New York.

CRIPPLED BRITISH SOLDIER TRAINED FOR USEFUL WORK

The Moving Picture Weekly

VOL 7. No 3
SEPTEMBER 7

PRICE TEN CENTS

Frank Keenan
in
"The Long Chance"
a Bluebird Photoplay

The Brilliant Character Actor
MONROE SALISBURY
in his great Portrayal of the beloved Rogue
"THAT DEVIL BATEESE"
a Drama of glowing Warmth of the French Canadians
BIG, bold, boyish Bateese—not really bad even when he stole her from her fiance up there in the lawless North, for when she vowed she'd never be a wife to him he— but we can't give away the crisis of the biggest outdoor drama you ever thrilled through. See what "That Devil Bateese" nerved himself up to do!
{(Your Theatre Name Here)}
T. C. Cut No. 31—Mat 20c.

Monroe Salisbury

—IN—

The Big Canadian Drama

"THAT DEVIL BATEESE"

Book thru your nearest Universal Exchange, or communicate with the UNIVERSAL FILM MFG. COMPANY, Largest Film Mfg. Co. in the Universe, Carl Laemmle, President, 1600 Broadway, New York.

IN advertising Monroe Salisbury in "THAT DEVIL BATEESE," be sure to make use of this newspaper ad. Your Exchange will supply you with mat. Make arrangements with your Exchange to supply you with all mats as fast as they are produced. They cost you the insignificant sum of 20 cts., and save you many dollars plus loads of time, besides giving you the best newspaper ads that brains can produce.

"Yet, after all, he owed it to the child to fight." Scene from "A Woman's Fool", Universal Special Attraction, with Harry Carey. A sensational offering.

"She wondered how he knew of the other man." Scene from the Universal Special Attraction, "Modern Love," with Mae Murray. A new plot.

"She knew the depth of her love and wondered what he would do." Scene from Universal Special Attraction, "Modern Love," with Mae Murray.

"To save her husband, she mortgaged herself to his persecutor." "The Mortgaged Wife," with Dorothy Phillips, a Universal Special Attraction.

"She murmured a pleasantry, fully conscious that he idolized her." Scene from Universal Special Attraction, "Bread," with Mary MacLaren.

EDITH ROBERTS

In a Charming Bluebird

"The LOVE SWINDLE"

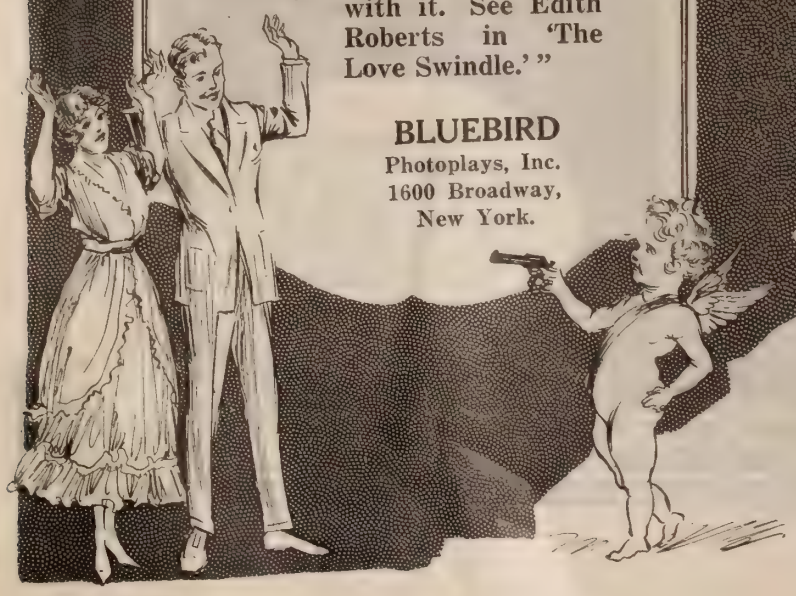
"WID" says:

"This is a safe bet with most any audience. The production is adequate, and the characterizations, the individual comedy hits, some good titles and several clever touches serve to put this over the line as pleasing entertainment.

You might use this kind of copy for your ads and window cards.

"Anything's fair in love and war, that's why it's all right to swindle a fellow into marrying you if you can get away with it. See Edith Roberts in 'The Love Swindle.'"

BLUEBIRD
Photoplays, Inc.
1600 Broadway,
New York.



It's a Bluebird!

"Dick Frothingham's idea of Heaven was a 'souse' party." Scene from Universal Special Attraction, "Bread," with Mary MacLaren.

"SCANDAL MONGERS"

A Revised Version of
LOIS WEBER'S
Sensational "SCANDAL" Production
One of the most talked about Photo Dramas ever screened
Book thru your local BLUEBIRD Exchange or BLUEBIRD Photo-plays, Inc. . . . . 1600 Broadway . . . . . New York

The Distinguished Character Actor
FRANK KEENAN
in his greatest Western Photodramatic Success
"The Long Chance"
Pronounced by Critics, Trade Press, Newspapers & Exhibitors the finest portrayal of any early Western character ever seen on the screen.
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MEMBER OF THE NATIONAL ASSOCIATION OF THE MOTION PICTURE INDUSTRY

THE MOVING PICTURE WEEKLY

A MAGAZINE FOR MOTION PICTURE EXHIBITORS

Published Weekly by the MOVING PICTURE WEEKLY PUB. CO.
1600 BROADWAY, NEW YORK CITY

PAUL GULICK, *Editor* JOE BRANDT, *Bus. Mgr.*

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Vol. 7. SEPTEMBER 7, 1918. No. 3

Newspapers and Exhibitors Co-operate in Yellow Dog Campaign

DRIVE ASSUMING GIGANTIC PROPORTIONS.

THE practical "Win the War" campaign being conducted by the Jewel Productions, Inc., in connection with the visualization of "The Yellow Dog" has spread throughout the country so rapidly and grown to such huge proportions that the greatest expectations of the company have been surpassed and Henry Irving Dodge, author of the now famous Saturday Evening Post story and founder of the campaign against the Yellow Dog menace, says that his fondest dreams have been more than realized.

In addition to the Chambers of Commerce and patriotic societies that have already been reported as sponsors of the campaign in various cities, many great newspapers have taken up the work of organizing the boy power of their cities in co-operation with the leading picture theatres. In several cities this plan has been reversed by the most prominent exhibitor assuming charge of the campaign and securing the co-operation of all the newspapers in his territory. This latter plan gives the widest publicity to the movement and is made possible by the fact that every phase of the campaign that is suppressing the destructive influence of Hun propagranda, is entirely free of commercialism and is in no way associated with the picture that will later be released to do its share in converting the yellow dogs into thoroughbred patriots.

One of the biggest Anti-Yellow og Clubs in the country to date is in Dallas, Texas, where the Dallas Dispatch is "whooping" up the drive in association with the leading picture houses and legitimate theatres. A big street parade in which over one thousand members participated was conducted by this paper last week, and after being reviewed by the Mayor, Jos. E. Lawther and Mr. Harry Olmstead, Chairman of the Council of Defense, the paraders were preseted with membership badges that were honored by the Old Mill theatre for admission at a special performance. Other special performances have been given as part of the big Yellow Dog rallies in Dallas and still others are planned to keep the campaign going at full speed.

In Buffalo, New York, The Buffalo Courier and the Buffalo Inquirer have tarted the drive on the Yellow Dogs as suggested by Mr. Dodge's story, while in Rochester, N. Y., the Rochester Herald has taken up the work of making that city 100 per cent. American through the efforts of an Anti-Yellow Dog Club.

In Los Angeles the Express Tribune has already started the movement and is waging a vigorous campaign against the spread of subtle German propaganda. In San Francisco, The Bulletin, The Chronicle, The Examiner, the Daily News, and the Call are co-operating with the San Francisco Branch of Jewel Productions in furthering the Yellow Dog Campaign and throughout the middlewest and the south hundreds of newspapers are supporting the American offensive at home.

TITLES FOR SCENES FROM CURRENT EVENTS NO. 68 ON OPPOSITE PAGE.

1. **Thouands of women already are at work printing and assembling bonds for the Fourth Liberty Loan Campaign this fall.**

2. **British and American aviators of the "Flying Circus" brave gales during the Cleveland exhibition.**

3. **General Pau, the one-armed aid of General Joffre at the Marne, is honored in Sanfrancisco.**

4. **American soldiers are given sandwiches and coffee on a French bathing beach during a party tendered by French girls.**

5. **Distinguished service crosses are pinned on the breasts of American soldiers for valor in battle.**

6. **Mayor's Committee on National Defense honors South American naval officers in New York.**

One of the most pleasing features of the unique campaign to stem the tide of verbal Prussian propaganda is the enthusiasm of the theatre managers who have undertaken the formation of Anti-Yellow Dog Clubs. It is reported that in each case the exhibitor has gone into the campaign solely for the National good and without thought of the popularity it attracts to his theatre. As an illustration of the spirit in which the work is being undertaken by these men, Charles J. Giegerich who is directing the campaign from New York City, makes public the following letter from Ross A. McVoy, Manager of the Morgan and Cornell theatres of Auburn, New York.

Mr. Chas. J. Giegerich
Anti-Yellow Dog Club

Dear Sir and Brother American:—

I am with you heart, soul, and body.

A for the Mayor and Chief of Police—two of the finest boys that ever lived—will they co-operate?—Will they?—You bet your last meal ticket they will.

Rush on at once all the necessary articles to sign up the boys with, such as enrollment blanks, membership cards and everything to make it a huge success from the word "go".

Send me the prepared newpaper stories you have and after that I'll show you copies of the press dope I work out locally and let you censor it as you deem most expedient. Be sure to send me three or four posters for recruiting.

Our lobby will be a veritable "Yellow Dog' Death Sign as soon as I get your booklets, badges, etc. I will also visit the other towns in the county and help appoint organizers.

I am,
(Signed) R. A. McVoy.

With this spirit prevailing among the theatre managers supported by the city authorities everywhere, it is safe to assume that the work of the secret agents of the Kaiser is drawing to a close.

The release date of the picture production of the "Yellow Dog" that started the nation-wide campaign has not yet been announced.

SCENES FROM CURRENT EVENTS No. 68.

(Titles on page opposite)

Your Harvest Time

No. 218. Straight from the Shoulder Talk by Carl Laemmle, President of the Universal Film Mfg. Co.

THE moving picture business has never had so many great big special pictures as the market will see this Fall, released not only by the Universal, but by practically all other companies as well.

Ever since "The Kaiser, the Beast of Berlin," made such a world-wide sensation and brought floods of money to exhibitors (which it is still doing without a let-up) there has been a grand scramble on the part of producers to make great big specials.

It is a glorious thing for exhibitors—just the thing they needed to stimulate public interest in moving pictures. It came just at the time when the public was tiring somewhat of the regular grind of program "features."

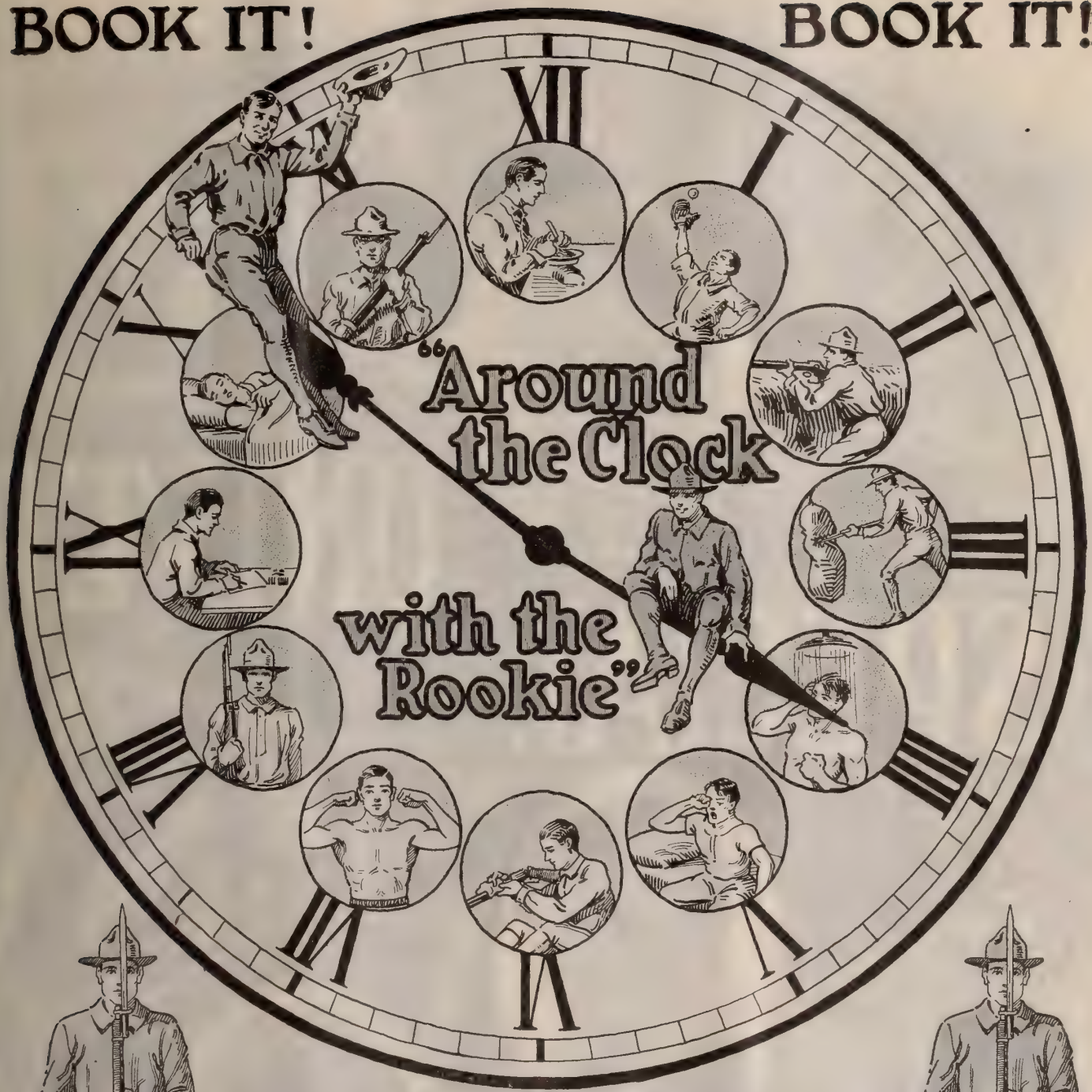
It's time to use the brains God gave you and keep your bookings open so that you can get every dollar's worth of good out of the many big pictures about to be released. It is the worst time in the history of the industry to sew yourself up with a long-term contract for a regular supply of routine "features."

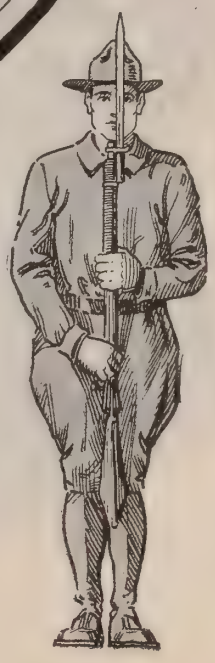
I have heard of several instances where exhibitors have signed up a long-term non-cancellable contract. I'm sorry for them. In spite of warnings, published week after week, they have made a foolish move. About the only thing they can do will be to live up to their contracts like gentlemen and then put some of their contract goods on the shelf and pay extra for the big features that they will feel they must exhibit.

Signing up for goods that will have to be shelved is not the way to make money. It's a fine way to lose it. If there were any necessity for it, it would be a different story. But with the market flooded with MORE GOOD PICTURES THAN THE EXHIBITOR HAS TIME TO EXHIBIT, it is the height of folly to sign up for a regular grind of chicken-feed.

Keep your dates open! Be in readiness to grab every good, big special feature that comes along. That's where the profit is and that's what the people want. Take full advantage of the fact that we producers are making more pictures than you need. It's your harvest time. Signing up a long-term contract is like locking up your harvesting machinery and throwing the key away.

BOOK IT! BOOK IT!





THE BIG Y.M.C.A. SPECIAL

There isn't a woman in the country who doesn't want to see how her son, relative or sweetheart is taken care of by Uncle Sam when he gets to camp. Book "Around the Clock With the Rookie" for the most universally popular single reel you've shown for a whole year past.

Backed to the limit by the Y. M. C. A. in every town where there's a Y. M. worker. Simply ask for the Y. M.'s co-operation and you'll get it and pack your house. Book this big puller now—there's a big new draft coming up. See your nearest Universal Exchange, or UNIVERSAL FILM MFG. CO., 1600 B'way, N. Y., Carl Laemmle, Pres.

"HELL BENT"
"THREE MOUNTED MEN"
HARRY CAREY PRODUCTIONS
UNIVER
SPECIAL
"The TWO-SOUL WOMAN"
HERBERT RAWLINSON PRODUCTION
"SMASHING THROUGH"
PRISCILLA DEAN PRODUCTION
R. Zanger

SAL
ATTRACTIONS
"HER BODY IN BOND"
MAE MURRAY
PRODUCTIONS
"THE BRIDE'S AWAKENING"
"The MORTGAGED WIFE"
DOROTHY PHILLIPS
PRODUCTION
MARY MACLAREN
PRODUCTION
"BREAD"

Press Sheet for PRISCILLA DEAN in "The Brazen Beauty"

BLUEBIRD PHOTOPLAY

THE STORY.

(*Copyright* 1918, *Bluebird Photoplays, Inc.*)

JACALA, whom the Gods destined to be magnificent, grew up in Bleak City, Montana, like an orchid struggling through the trackless white immensity of the eternal desert around her home.

She would probably have remained in Bleak City had not a stray magazine fallen into her hands. The magazine showed pictures of Mrs. Augusta Van Ruysdael of New York and her glistening white mansion on Riverside Drive.

When Jacala's father died she purchased the Van Ruysdael mansion for a cool million, set herself up as a Goddess of elegance and started to batter her way into society by sheer violence.

Mrs. Van Ruysdael was forced to sell her mansion when an ugly divorce suit brought her to the courts.

In the course of time she met Ken Hyde, Mrs. Van Ruysdael's brother. Not knowing him to be her brother, Jacala assumes that he is the man who wrecked the home. As such she hates him.

Yet she feels love taking possession of her heart. To protect herself from her impulse to yield to Hyde she hires a worthless profligate to pose as her fiance, paying him $10,000.

Greedy for money, the profligate tries to blacken her reputation. Then the truth makes her free of his tentacles and leaves her in a position to marry the man she loves, Hyde.

Story by Louise Winter.
Scenario by Wm. E. Wing.
Directed by Tod Brownning.

CAST.

Jacala	Priscilla Dean
Mrs. Augusta Van Ruysdael	Gertrude Astor
Aunt Ellen	Katherine Griffith
Kenneth Hyde	Thurston Hall
Bruce Edwards	Thornton Church
Kate Dewey	Kate Wilson
Tony	Leo White

FOR THE HERALD.

JACALA felt her heart turning toward a man whom she believed to be a home-wrecker and unworthy of any affection. To protect herself from his all too unwelcome advances she hired a profligate to pose as her fiance. For this service she paid him $10,000 of her fortune of many millions.

Greedy for more of her money, the profligate sought to ruin her reputation. He circulated a rumor that she was a dance-hall girl, being kept in magnificence by a mining king.

What did she do?

What would any girl of fierce passion do?

Jacala did just what you think she did not do.

But it cured the profligate and brought her happiness.

It would not be fair to tell you the entire story, for Priscilla Dean in "The Brazen Beauty" can tell it so much better on the screen.

It is to be at the ..... Theatre ..... night.

GIRL PAYS MAN $10,000 TO ACT AS HER FIANCE.

Priscilla Dean In "The Brazen Beauty" Has Part of Western Girl.

CAN a beautiful young girl hope to obtain a position in society by means of a bankroll?

Would you consider it a worthwhile investment to hire a young man for $10,000 to pose as your fiance?

Does Dan Cupid know any barrier between Fifth avenue and the Bowery when he gets busy on a heart hunting campaign?

These are a few of the problems that are propounded and answered in Priscilla Dean's newest dramatic triumph, "The Brazen Beauty", which comes stamped with the Bluebird guarantee to the ..... theatre .....

Jacala was a girl of the plains. Her father, a mining king, left her immensely wealthy. A society magazine discontented her with life in the west, and she came east to make a splash and win the man of her heart's desire. How did she do it? Did her millions open the doors of the real smart set?

You can see for yourself by purchasing a pasteboard that will admit you to the snappiest, breeziest photo-drama of the season, staged among the scenic beauties of Southern California, including Coronado and Balboa beaches and the millionaire colony of Pasadena,

---

Priscilla Dean, star of "The Brazen Beauty," the new Bluebird Photoplay, which comes to the ..... on ..... portrays the role of a wealthy Western girl who thought she could buy her way into society.

NOTES.

The story of how a girl paid a man $10,000 to act as her fiance is depicted in "The Brazen Beauty," the Bluebird Photoplay in which Priscilla Dean will appear at the ..... on .....

The belle of the plains becomes the "queen of the 400" in the new Priscilla Dean photoplay, by Bluebird, entitled "The Brazen Beauty," which comes to the ..... Theatre on .....

Thurston Hall and other prominent actors have been engaged to support Priscilla Dean in "The Brazen Beauty" when it comes to the ..... Theatre on .....

ADVERTISING DISPLAY LINES

Like Young Lochinvar She Came Out of the West and She Made New York Sit Up and Take Notice

She Hired a Love Hessian To Protect Her

Priscilla Dean, Star of "The Two-Soul Woman," In Another Smashing Knockout

The Girl of the Plains Becomes the Queen of Fifth Avenue

See the Greatest Storm At Sea Ever Filmed.

See the Advance Fall Fashion Show, With Priscilla Dean Wearing the Newest Creations

Thrill Over a Real Polo Game

From Princess of the Rancho To Queen of the "400"

AT A GLANCE.

STAR: Priscilla Dean.

PREVIOUS HITS: "The Two-Soul Woman," "Which Woman?" "Joan of the Apaches," etc.

DIRECTED BY: Tod Browning, former associate director with D. W. Griffith.

SCENARIO BY: William E. Wing.

FROM ORIGINAL STORY BY: Louise Winter.

CAST: Thurston Hall, Thornton Church, Leo White, Rex de Rosselli, Alice Wilson, Gertrude Astor, Katherine Griffith.

TIME: The present.

LOCALE: Montana plains, New York, and fashionable seaside resorts.

THUMBNAIL THEME: The story of a Western girl who made up her mind to be a society queen, and who found many difficulties beset the path of the social climber, although Dan Cupid knows no boundary line between Fifth Avenue and the Bowery when he takes his bow and arrow in hand and starts on a heart hunting expedition.

FINE SUPPORTING CAST FOR PRISCILLA DEAN.

Prominent Actors Engaged for "The Brazen Beauty," New Bluebird Photograph.

ONE of the most notable casts ever accorded any star is to be seen in support of Priscilla Dean in her newest Bluebird production, "the Brazen Beauty," which comes to the ..... theatre .....

Thurston Hall, who is her leading man, is a well known matinee idol of Oliver Morosco's traveling dramatic productions; Thornton Church, who has an important role, was formerly leading man at the Palace theatre, New York; Leo White, who plays the part of the hired fiance, has helped add to the brilliancy of many of Charlie Chaplin's best comedies; Rex de Rosselli will be remembered as the villainous Oriental potentate of "The Lion's Claw", Universal's thrilling wild animal serial Gertrude Astor, who is seen as a society matron, has the reputation of being the only blonde in the movies who has never tried vamping.

"The Brazen Beauty" is the story of a rough western girl who inherits wealth and comes east to make New York sit up and take notice.

NATURE'S BEAUTIES SEEN IN "THE BRAZEN BEAUTY".

Priscilla Dean's New Bluebird Play Has Southern California Locale.

THE scenic beauties of picturesque Southern California form a colorful background for Priscilla Dean's newest Bluebird photoplay, "The Brazen Beauty", which comes to the ..... theatre on .....

Even if there were no thrilling story, no tense big situations, and no superb character delineations in "The Brazen Beauty", it would be worth the price of admission alone as a travelogue to the land of perpetual sunshine.

Tod Browning, former associate of D. W. Griffith, who was chosen to direct this Priscilla Dean production de luxe, took the entire company to Coronado Beach, California's most fashionable seaside resort, where a polo game was staged, with society folks from all over the world forming an interested audience in the grandstands.

Pasadena, the millionaires' nest of the west, where the Orange Grove avenue mansions are famed for cut glass doorknobs, was used for several days as the locale for filming the activities of the "smart set",

Balboa, the picturesque little beach city, noted along with "Carmel by the Sea" as the haunt of Bohemian artists, writers and sculptors, was the scene of numerous situations that are crammed and jammed with a terrific punch, where the man Jacala loves swims out in a choppy sea to head her off from certain disaster.

Don't forget. "The Brazen Beauty" will be the principal attraction at the ..... theatre .....

ADVERTISING PUNCHES:

1—The name of the scintillating star, whose work in "The Two-Soul Woman" and "Which Woman?" has carved for her a permanent niche in screenland's hall of fame.

2—The fact that Thurston Hall, one of Oliver Morosco's best-known stage leading men, was specially engaged for this picture to play opposite the star.

3—The fact that Thornton Church, former leading man of the Palace Theatre, New York, has an important part in the production.

4—The fact that Leo White, associated with Charlie Chaplin in many of his screaming comedies has a role of importance in the play and adds unusual touches of mirth to the heavier situa-

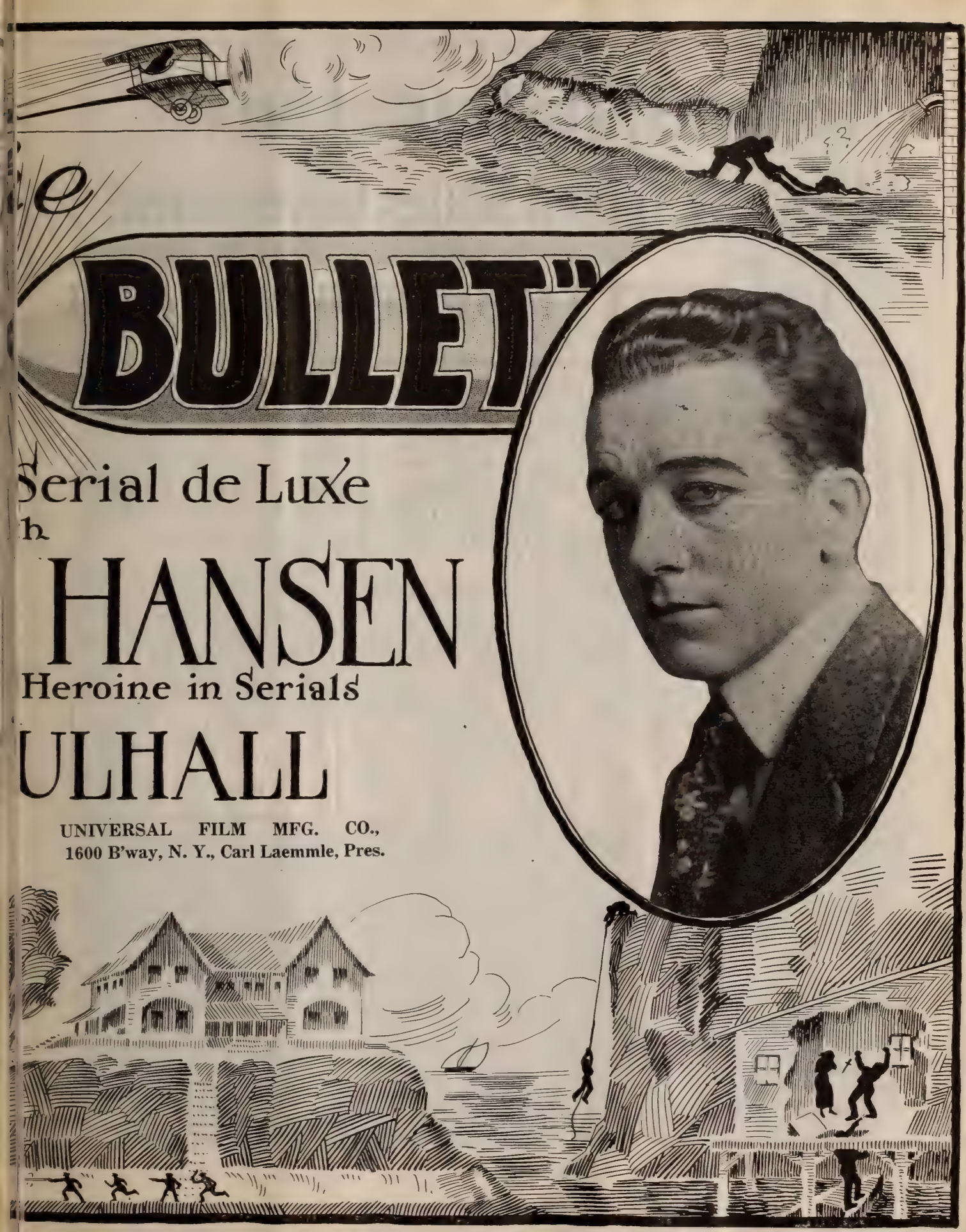
5—The filming of a big storm at sea, in which the entire company nearly lost their lives off the Pacific Coast.

6—The appeal the picture has to every young girl, for it shows how hard the star struggled to keep the affection of the man she loved.

7—The highlights of the contrast between the rugged roughness of the plains of Montana and the effete atmosphere of New York's smart set.

8—The fact that the picture was directed by Tod Browning, former associate of D. W. Griffith.

9—The novel situation of a girl hiring a fiance for $10,000, and then having the love Hessian betray her trust.

"T
BRASS
the High Speed
wi
JUANITA
the most beautiful
an
JACK M
See it and you'll book it today
at your nearest Universal Exchange

e
BULLET"
Serial de Luxe
h
HANSEN
Heroine in Serials
ULHALL
UNIVERSAL FILM MFG. CO.,
1600 B'way, N. Y., Carl Laemmle, Pres.

"The Kaiser, The Beast of Berlin" Used By United States Government To Convict Pro-German of Sedition

"COURT AND JURY DECIDED THAT THE FILM WAS FIVE-FIFTHS AMERICAN, FOUNDED ON FACT, AND A POWERFUL FACTOR IN KEEPING THE FIRES OF PATRIOTISM AT FEVER HEAT DURING THE PERIOD OF WAR."—THIS IS THE MESSAGE FROM PROSECUTING ATTORNEY TO THE UNIVERSAL.

Los Angeles, Cal., August 26.—Federal agents and the United States district attorney here have issued official thanks to the Universal Film Manufacturing Company for the aid provided them in "The Kaiser, the Beast of Berlin," in bringing about the conviction of a man charged with sedition. The film was used as part of the evidence in the trial of Reinholf Frank Lahneman, a farmer, of Fresno, Cal.

This is said to be the first case on record, in which a motion picture served to convict a person of crime.

Lahneman, who is forty-three years old, was sentenced to five years in the penitentiary, as a dangerous enemy alien. The charge was based on remarks Lahneman was alleged to have made after witnessing the Jewel production.

"That picture is tommyrot. The man who made it should be shot," he said, it was charged, as he left the theatre. Several indignant citizens seized the man and placed him in the hands of the Los Angeles police. He later was held under a presidential warrant, and indicted by the United States Grand Jury.

He was brought to trial before Judge Oscar A. Trippett, of the United States district court at Fresno. Lahneman pleaded not guilty. When the defence rested, Assistant United States District Attorney Lyle W. Rucker, of Los Angeles, asked that the jury be allowed to see the film Lahneman was accused of denouncing. Judge Trippett, setting aside precedent, dispatched Ralph Domiguez, the court carrier, to Los Angeles for a print of the film.

Domiguez raced on his quest in a fast automobile and obtained a print from Dave Bershon, the Jewel exchange manager at Los Angeles. When he returned, the jury was marched under guard of United States marshals to the Williams Theatre to see the picture. They seemed to be deeply impressed by Rupert Julian's portrayal of the kaiser, and the scenes of outrages perpetrated by the Germans in territory they invaded.

The jury was composed mostly of elderly men. They wore a serious expression as they filed back into the courtroom. Without deliberation, they rendered a verdict of guilty on each account of the indictment. Judge Trippett, pronouncing sentence, made a fierce denunciation of the defendent and others of his kind. He referred to such persons as cringing, loathsome traitors who lifted their eyes on a faithful reproduction of historical facts and found room in their hearts for a defense of the slayers.

Mr. Rucker wrote the following letter to the Universal, expressing the thanks of District Attorney's office for the aid provided by the film:

Universal Film Mfg. Co.,
Universal City, Calif.
Gentlemen:—

"Permit me at this time to express to you the appreciation of the United States Attorney's office for your cooperation in bringing to justice an alien enemy, by allowing us to exhibit as a witness your Jewel Production, "The Kaiser, the Beast of Berlin," in the case of the United States vs. Reinholf Frank Lahneman. The defendant was charged with making seditious statements regarding the government of the United States, having stated after seeing "The Kaiser" that he considered the picture four-fifths manufactured lies.

"Knowing that no picture could have enjoyed the tremendous popularity that 'The Kaiser' has, were it not substantially founded on facts, and wishing to clinch the case, I asked the picture be shown to the jury.

"The court and the jury decided that the film was five-fifths American, founded on fact, and a powerful factor in keeping the fires of patriotism at fever heat during the period of the war. The defendant was found guilty and sentenced to a five-year term.

"Courteously yours,

Regardless of age, if it has never appeared in your neighborhood, it's

FIRST RUN!

Regardless of age, if it has never appeared in your neighborhood, it's

FIRST RUN!

FIRES OF YOUTH
Starring
Ruth Clifford
directed by
Rupert Julian
BLUEBIRD
Photoplays, Incorporated
1600 Broadway, New York

A side splitting Animated Burlesque by Pat Sullivan—Famous Cartoonist.

"HOW CHARLIE CAPTURED THE KAISER"

PREPARE for a hurricane of laughter—Get all set for a side-splitting evening of riotous joy. You're going to see the most screaming funny comedy of years—"HOW CHARLIE CAPTURED THE KAISER." You're going to see the whiffen-poof cat—the rubber-neck submarine—the elastic imperial mustache—the punctured Boche—the nut army of fat heads and sauerkrauters. FUNNY? You'll laugh till your sides ache. Bring the whole family. Don't let them miss it for the world. To be shown SPECIAL at—

{ Your Theatre Name Here in Iarge Bold Type }

T. C. Cut No. 36, Mat 20c.

Don't fail to get a mat of this ad from your nearest Universal Exchange

If you book "HOW CHARLIE CAPTURED THE KAISER" and fail to get a mat of this ad to run in your local papers, you are certainly doing yourself a rank injustice. This ad almost alone will be the means of packing your house to capacity.

Your nearest Universal Exchange will have mats of this ad, and if not you can place your order for mat and it will be made and shipped direct to you promptly. See your Exchange now, and order in time. UNIVERSAL FILM MFG. COMPANY, 1600 Broadway, New York.

Announcing the Bluebird Stars

for the forthcoming Season 1918-1919

Entertainment Only

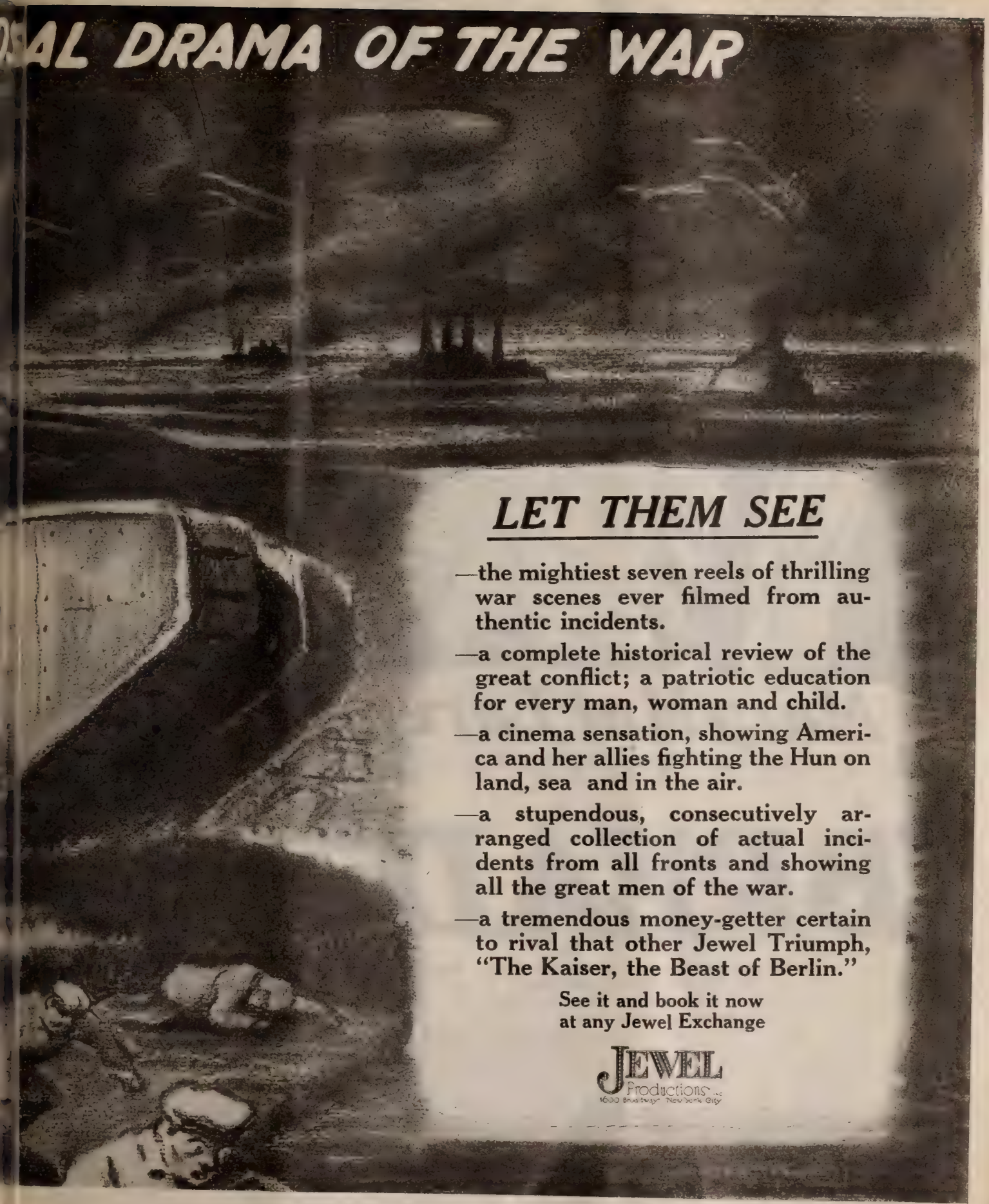
NO sex pictures—no propaganda—no "weepers"—nothing unpleasant or questionable. Simply and solely—the brightest, cleverest, happiest plays money can buy—produced as carefully and lavishly as the very acme of dramatic and directing talent will permit. Book your Bluebird Photoplays for the Season of 1918-19 with the knowledge that the Bluebird watchword is, as always, Entertainment Only.

SPECIAL NOTICE

Without fail, arrange for an early projection at your nearest Bluebird Exchange of "THE BRAZEN BEAUTY," starring Priscilla Dean. It's delightful.

BLUEBIRD
Photoplays, Inc.,
1600 Broadway,
New York.

THE WHOLE COLOS
"CRASHING THROUGH TO BERLIN"



LET THEM SEE

—the mightiest seven reels of thrilling war scenes ever filmed from authentic incidents.

—a complete historical review of the great conflict; a patriotic education for every man, woman and child.

—a cinema sensation, showing America and her allies fighting the Hun on land, sea and in the air.

—a stupendous, consecutively arranged collection of actual incidents from all fronts and showing all the great men of the war.

—a tremendous money-getter certain to rival that other Jewel Triumph, "The Kaiser, the Beast of Berlin."

See it and book it now
at any Jewel Exchange

JEWEL
Productions Inc.
1600 Broadway New York City

Mary MacLaren

the American Beauty of the Screen

in

"BREAD"

THE big, vital story of a young girl's struggle between Hunger and Honor. A great picture made still greater by Mary MacLaren's beauty and dramatic talent.

UNIVERSAL SPECIAL ATTRACTION

UNIVERSAL FILM MFG. COMPANY,
1600 B'way, N. Y. Carl Laemmle, Pres.

COMING
SOON
"THE YELLOW DOG"
The Greatest Propaganda Production of the War

Yellow Dog Appraised Highly

George Creel and Albert Bigelow Paine Praise its War Value.

SPEAKING of the story that inspired the formation of Anti-Yellow Dog Clubs throughout the country Albert Bigelow Paine, biographer of Mark Twain, says that Henry Irving Dodge's story has the force of a regiment of soldiers. In a letter addressed to the author of the "Yellow Dog" and founder of the nation-wide movement to suppress yellow dogism, Mr. Paine says:—

Dear Mr. Dodge:—

I want to hank you for having written the "Yellow Dog". It stirred me and brought the tears too. It's perfectly great and will do a world of good. You are worth a regiment of soldiers. I hope your splendid truth will go marching on—— Don't stop.

Sincerely,
Albert Bigelow Paine.

The "win the war" value in this semi-humorous piece of fiction that in no sense could be considered a "war" story is also appraised highly by George Creel, Chairman of the Committee on Public Information. In a letter addressed to Mr. Clinton Brainard, President of Harper and Brothers, publishers of "The Yellow Dog" Mr. Creel says:

Dear Mr. Brainard:—

I have already read the story, "Yellow Dog" by Henry Irving Dodge, and am in hearty agreement with you as to its inspirational value. It sounds a note of robust Americanism that is vitally needed at this time when destructive gossip and petty unfaith are so calculated to sap the foundations of courage. It is my hope that it can be read by every American citizen, particularly that type of person that puts the malicious satisfaction of rumor-mongering above the country's good.

Sincerely,
George Creel,
Chairman.

The inspirational value that Mr. Creel speaks of and the forcefulness mentioned by Albert Bigelow Paine have had the effect of creating a degree of patriotic activity throughout the United States that is submerging every trace of German influence. The Jewel Productions, Inc., which is visualizing the "Yellow Dog" states that the number of Anti-Yellow Dog Clubs now in active operation has become so great that a special force is necessary to keep account of their number and locations and to take care of the tremendous volume of correspondence constantly being exchanged between the branches and the National Headquarters at New York City.

The membership in the various Anti-Yellow Dog Clubs throughout the country has grown to such an extent that the attempt to keep records of the individual members has been abandoned.

Bluebird Announces Stars for This Season

Series of Strong Features Arranged for Ruth Clifford, Monroe Salisbury, Carmel Myers, Edith Roberts, Violet Mersereau, Juanita Hansan and Jack Mulhall.

BLUEBIRD announces this week a schedule of strong features, and the particular stars to be featured in rotation during the coming season The productions are declared among the best that have appeared on the Bluebird programme for a long time.

The official designation of stars is as follows: Ruth Clifford, Monroe Salisbury, Carmel Myers, Edith Roberts, Violet Mersereau and the star team Juanita Hansen and Jack Mulhall.

Miss Clifford, whose second star film was "Fires of Youth", is at work on "The Bargain True", an original story by Nalbro Bartley, directed by Elsie Jane Wilson. Salisbury appears in the first picture set for September release. The latter is "That Devil Bateese", a great story of the Canadian North woods. Following this he will be seen in "Hugon, the Mighty".

Carmel Myers' next release is "The Borrowed Duchess," written by Perley Poore Sheehan. R. Sturge formerly a vitagraph director, is directing her.

Miss Roberts, the youngest of the stars, who appeared in "The Deciding Kiss" will appear in "A Billion in Beans". The story was written by John B. Clymer and is directed by Jack Dillon.

Miss Mersereau, well known for many successes, is at work on a picture the title of which has not yet been decided, directed by O. A. C. Lund.

Miss Hansen and Mulhall, as soon as they finish the great Universal serial, "The Brass Bullet", will be starred in a series of five reel Bluebird comedy dramas.

KERRIGAN COMING IN NEW NESTOR COMEDY.

J. Warren Kerrigan will appear in "Parted from His Bride", a single reel Nestor comedy to be released September 30. This is Mr. Kerrigan's first release in some time and his re-appearance will be welcomed throughout the country. The picture deals with the experiences of a bride and groom who become separated after the wedding, the bride getting on a train, the huband being left behind.

There is a tricky devil of a traveling salesman who tries to win the favor of the bride, whom he meets on the train, not knowing she is married.

HERE'S WHAT "GEEZER" DID IN MILWAUKEE.

Two Letters Reflect Triumph of Great Jewel Film Scream.

July 21, 1918.

Milwaukee, Wis.
Harry Berman,
Sales Manager,
Jewel Productions,
New York City.

"Geezer of Berlin" greatest comedy ever seen. Interest from start to finish. Photography perfect. Absolute knockout here despite hot weather.

(Signed) Chas. C Perry,
Mgr Strand Theatre.

July 22, 1918.

Milwaukee, Wis.
Julius Stern,
L-Ko Comedy Co.,
1600 Broadway, New York, N. Y.

Weather as hot as oven. "Geezer" is drawing in. Picture going over better every show. Photography excellent. Situations causing great laughter. Look for big business providing weather moderates. Best regards.

(Siged) S. J. Gredwall.

HARRY CAREY PRODUCTION

UNIVERSAL SPECIAL ATTRACTION

Harry Carey *in*

"THREE MOUNTED MEN"

See it today at your nearest UNIVERSAL EXCHANGE or
UNIVERSAL FILM MFG. Co. 1600 Broadway, New-York
Carl Laemmle Pres.

Shoots em d
"The K
The Beast of
Imitation
Substitute
STILL miles above any other picture of its kind—still going like a battleplane—still your one best bet for the record breaking clean-up of your business history.

wn with dollars on Repeat

With Every Imitation "THE KAISER" only Grows Bigger and Goes Faster

THERE has never been any picture of any kind whatsoever that booked as fast as "The Kaiser" on repeat—or as often on repeat—or to bigger houses on repeat. Don't hesitate because it has already played nearby. That only ensures capacity crowds.

GO to see all the imitations you like—then see the Original and Only Artistic Triumph. You'll book it for a repeat at the same time you book for a First Showing, and you'll make money on both as you never made it before.

JEWEL Productions INC
1600 Broadway, New York City

PRESS SHEET FOR

MAE MURRAY

IN THE MAE MURRAY SPECIAL ATTRACTION "MODERN LOVE"

THE STORY.

DELLA ARNOLD is the ingenue of a traveling stock company playing one-night stands in the middle-West. When the Company misses a train for the next town the leading man tries to force the girl to remain overnight in his room. She escapes him. The company returns to town and disbands.

Furious at his first failure to subdue a woman upon whom he has fastened his intentions, the leading man lies about the girl, telling his friends that their names are on the hotel register at the little country inn. It is proved that he did register that way, without the girl's knowledge.

The girl's true love for a good man is delayed and almost wrecked when he hears and for a minute believes the lie being circulated by the leading man.

In spite of terrific obstacles and discouragement the girl finds happiness with the man she loves.

The role of Della Arnold is played in this latest Universal production by Mae Murray, who is supported by an able cast of photoplayers, including Philo McCullough, Arthur Shirley, Claire Du Brey, George Chesebro, Helen Wright and others.

Story by F. McGrew Willis.
Directed by Robert Leonard.

CAST.

Julian Lawrence.....P. McCullough
George Addison.....Arthur Shirley
Myrtle Harris.....Claire Du Brey
Wilbur Henderson....George Chesebro
Mrs. Hall.....Mrs. A. E. Wright
Della Arnold.....Mae Murray

FOR THE HERALD.

As the ingenue of a traveling stock company, Della is constantly in temptation but withstands through sheer goodness.

When the company is stalled in a small town the leading man tries to force the delicate girl to remain in his room overnight. In a terrific struggle in which her slight strength seems to increase to that of a Hercules, the girl escapes.

She escapes the intents of the leading man, but she cannot escape the barbed lashes of gossiping tongues that wag her name in men's clubs and carry the lie straight to the ears of the man she really loves.

But to appreciate her trials and her final victory you must see Mae Murray, starring in "Modern Love," the dramatic Universal special production in which the heart story of the little ingenue is vividly depicted.

"ONE-NIGHT" SHOW LIFE MADE INTO FILM PLAY.

Mae Murray In "Modern Love" Portrays Young Girl's Struggle On the Road.

DO you remember when all small-town noses were elevated at mention of "play-actors?"

Do you recall the horror with which a young girl was advised to take up dressmaking or fancy embroidering, but to forget the wicked stage?

It was just about that long ago that the women of the drama were regarded as "spangled hussies" and known to be a terrible menace to the men of the village.

Mae Murray, starring in "Modern Love," a Universal Special Production of unusual worth, plays the role of Della Arnold, a young girl who leaves a dramatic school to play one-night stands with a hand-to-mouth stock company.

She is placed in a compromising position with the leading man.

Her victory over gossip and the strength of her love for a good man is vividly depicted in "Modern Love," which you should see to-night at the ..... Theatre.

In "Modern Love," which comes to the ..... Theatre on ....., Mae Murray, the winsome star of many cinema successes and stage attractions, will be supported by a cast of capable artists, including P. McCullough, Arthur Shirley, Claire Du Brey, George Chesebro and Mrs. A. E. Wright.

If you think that all stage women are "spangled hussies," see "Modern Love," with charming Mae Murray in the leading role, at the ..... Theatre on .....

MAE MURRAY APPEARING HERE IN "MODERN LOVE."

MAE MURRAY, screen favorite of millions, is in town at the ..... Theatre in her latest Universal Special Production, "Modern Love."

The dainty little star appears as Della Arnold, a young actress, who escapes from the tentacles of a beast-of-prey in the form of a man, but who cannot escape the slanderous tongues of gossips.

How she wins out over obstacles forms the basic theme for this most appealing photoplay.

You must see Mae Murray to-night at the ..... Theatre if you would be thrilled by the trials of a young girl in a big city.

AT A GLANCE.

STAR: Mae Murray.

PREVIOUS HITS: "The Bride's Awakening," "Her Body In Bond," "Face Value," and other genuine successes.

DIRECTED By: Robert E. Leonard.

SCENARIO BY: F. McGrew Willis.

SUPPORTING CAST: Philo McCullough, Arthur Shirley, Claire Du Brey, George Chesebro, Helen Wright et al.

LOCALE: A stock company on the road. The office of a theatrical booking agent. A dingy boarding-house. A painter's studio. A country inn. A fashionable hotel.

TIME: Now.

THUMBNAIL THEME: The story of an ingenue who through circumstance is placed in a shadowy position with the leading man of the stock company in which she plays. Her life is clouded by constant repetition of the lie; that she had fallen. In the end she marries the man she really loves in spite of hopeless obstacles.

Advertising Punches:

1—The drawing power of the star and the impetus other Mae Murray productions now running should give the prehent story.

2—The heart interest of a pretty young girl beset by a pack of libertines.

3—Good locale, changing rapidly from country inn to artist's studio, metropolitan theatres at the rehearsal hour, etc.

4—A glimpse behind the scenes of a professional men's club where men-about-town play the game of love as they do poker.

The name of Mae Murray as the star of a motion picture has come to be regarded generally as an indication that the feature has more than ordinary interest. In "Modern Love," which comes to the ..... Theatre on ....., Miss Murray is seen in one of the most artistic delineations she yet has attempted.

SUGGESTED DISPLAY LINES

The Devil Built All Wayside Inns

How Far Can You Trust a Man?

She May Be All Right, But——

Moth-Eaten Morals

Gossip—The Murder of a Woman's Name

The Blackmail of Wagging Tongues

Temptations of a Stage Star

Should a Gril Reveal Her Past To Her Prospective Husband?

SERPENT OF SCANDAL OVERCOME BY GIRL.

Mae Murray In "Modern Love" Shows How Little Ingenue Withstood Test.

DO you believe in gossip about women?

Would you condemn a girl whose name is said to be on a hotel register as the wife of a man-about-town?

That was the test of love given the man who wanted to marry Della Arnold, a pretty little ingenue, in "Modern Love," a Universal Special Production, starring Mae Murray.

He was shown the register at a wayside inn. At first a terrible fear chilled his heart; then he saw the light and through the girl found happiness.

To see an unusually strong photo-drama in which the game of love is played without limit, see Mae Murray to-night at the ..... Theatre.

You will be charmed by her beauty and artistry in "Modern Love," her latest contribution to the screen in which she vividly depicts the temptations besetting a girl of the stage.

Remember "Modern Love" is at the ..... Theatre and will be shown ..... See it.

Regardless of age, if it has never appeared in your neighborhood, it's

FIRST RUN!

The story of how a good woman can overcome scandal is told in "Modern Love," the absorbing motion picture attraction in which Mae Murray will play the leading role at the ..... Theatre on .....

CLERGYMAN IS BOOSTER FOR THE "BOY SCOUTS".

Oregon Man Shows Way to Better Business for All Exchanges.

Rev. Paul S. Bandy, Scout Executive in Okland, Oregon, is for "Boy Scouts to the Rescue" and he is joining with Manager Huntington of the Bungalow Theatre, to enlist the full support of the Scout organization for the howing in that city. He is going further and is taking the show to Sutherlin, Oregon, himself.

What he is doing is just an example of what other Scout executives in other towns will do.

The Boy Scouts are beginning to blow back from their vacation encampments and are beginning to look for something to "pep" things up a bit in the interval between the summer vacation and the opening of Winter activities—and "Boy Scouts to the Rescue" is just the thing to do that.

Get close to your local Scout organization. Make it a benefit showing. Get the mayor and the leading educators in your town interested—and you'll find they will be mighty willing to be interested—and get all the Scouts interested.

An when you've done that, and have gotten them to co-operating, you have got an assured attendance of your showing that will be limited only by the available population of your city.

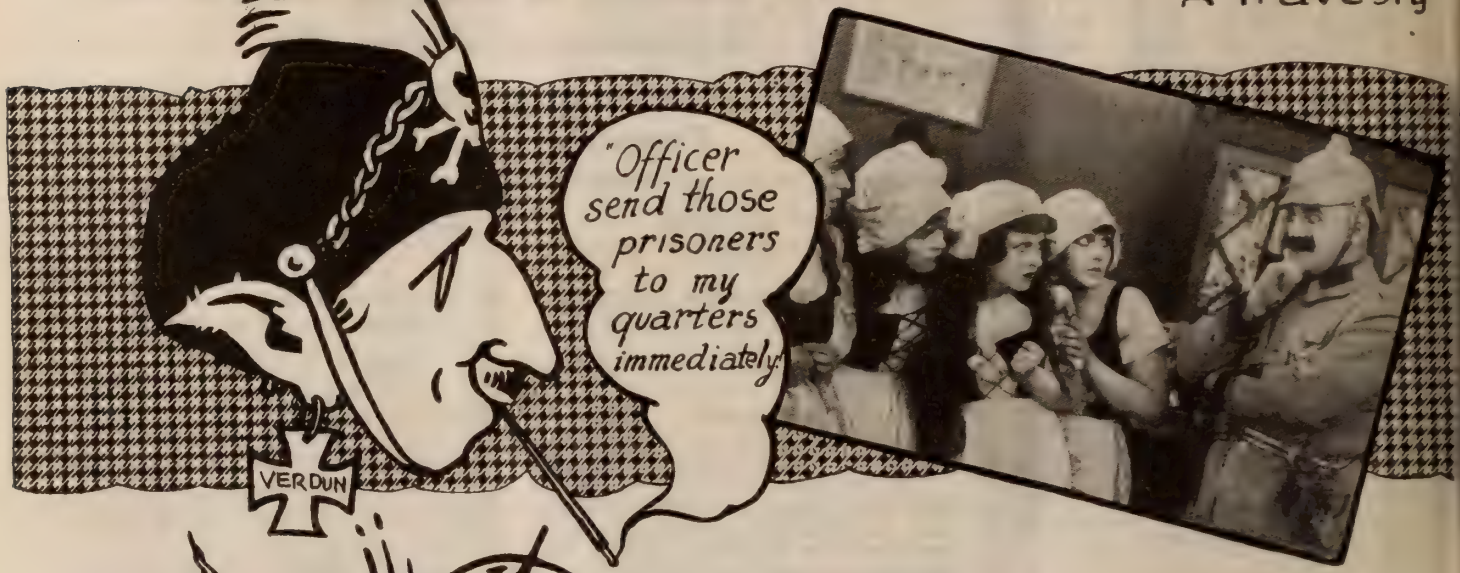
The trials of a pretty young girl in a traveling road show form the theme of "Modern Love," the latest starring vehicle of pretty Mae Murray. Manager ..... of the ..... Theatre has procured this very absorbing film attraction for .....

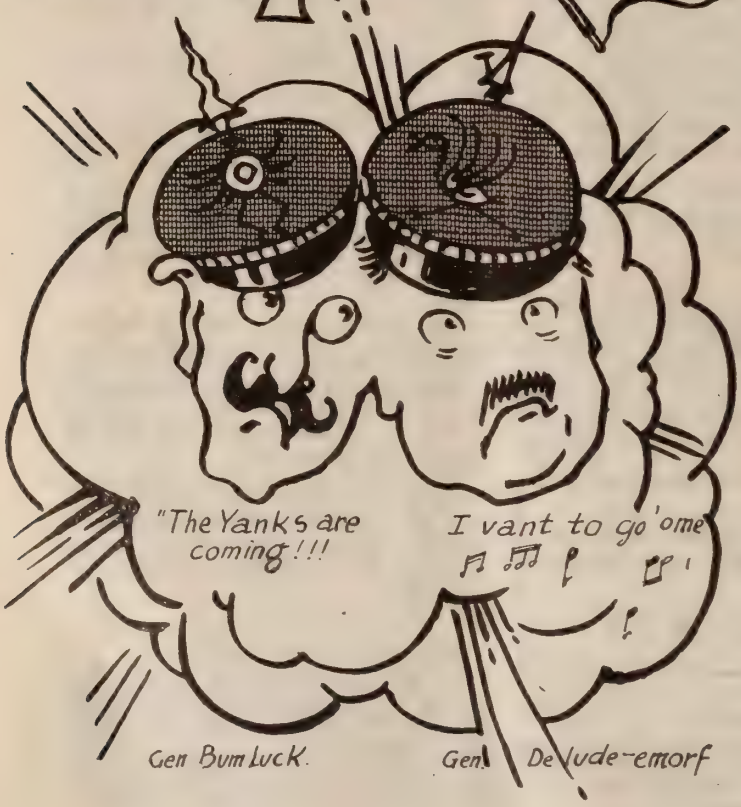
"Two Reels of -

says W. K. Hollander, the well

"THE GEEZER

A Travesty





The Comedy H

WELL—we're happy! We've got the smashing comedy hit of the season, just exactly as we had the biggest of all war dramas the day we let loose "The KAISER." In "THE GEEZER OF BERLIN" we've got what the Screen has so far missed—a screamingly funny travesty that's a double delight for every one in your town who saw the Big Original and a roaring success for all, old and young.

JEWEL Productions INC
1600 Broadway New York City

Happy Celluloid"

known Critic of the Chicago Daily News

OF BERLIN"

on "The KAISER- the Beast of Berlin"

t of the Season

STARTING out in Chicago, every critic, without exception, let out a howl of joy. Says Kitty Kelly"—"a very funny travesty, rich in cleverness of conception, action and titling. Everybody ought to see "'THE GEEZER OF BERLIN."

For your own sake, get busy today on this booking. Special Ads and Special Posters. Your nearest Jewel Exchange.

The Turkish Embarasser

JEWEL Productions INC
1600 Broadway New York City

"CRASHING THROUGH TO BERLIN."

Seven-Reel War Review.

Arraged by Jack Cohn, Film Editor of the Universal.

ON June 28th, 1914, Archduke Francis Ferdinand of Austria and his consort are slain in Serajevo, capital of Bosnia, in Serbia. Austria demands the right to make a judicial inquiry in Serbian territory. This demand is refused by Serbia, who is supported in her attitude by Russia. Austria declares war on Serbia, July 28th.

Russia then mobilizes her army to protect the rights of her ally, Serbia. Germany immediately declares war on Russia and demands from France a definition of her stand on neutrality. France's reply is an order, on August 2d, mobilizing her army. Germany declares war on France.

Germany, on August 4th, invades Belgium. England enters the war on the side of France, Belgium, Serbia and Russia. After almost a year of fighting, the Lusitania is sunk. President Wilson notifies Germany that such acts against ships carrying Americans on the high seas will not be tolerated. At about this time Italy joins the Entente allies against Germany and Austria.

From that time on, outrage after outrage is committed by Germany until the United States finally is forced into a declaration of a state of war against Germany. The various developments from that time up to the American attack on the Teutonic forces in France a few months ago are revealed in historical sequence.

THE BRASS BULLET EPISODE NO. 6—TWO REELS.

"A Dangerous Honeymoon."

CAST.

Jack James.....Jack Mulhall
Rosalind Joy.....Juanita Hansen
Spring Gilbert.....Joe Girard
Victor King.....Ashton Dearholt
Dr. Canfield.....Harry Dunkinson
Mrs. Strang.....Helen Wright

AFTER being forced into marriage with Victor King, Rosalind Joy is carried off by King and Gilbert for an enforced honeymoon aboard King's yacht. Meanwhile Jack James and Dr. Canfield have escaped from the underground passage beneath the laboratory and start to rescue her. James is still under arrest for the murder of Homer Joy, and the Sheriff, seeing him start to leave the island, believes that he is trying to evade the police. The Sheriff and his men follow in a police boat.

Meanwhile Mrs. Strang is greatly disturbed over the escape of James and Dr. Canfield. Harry, the man of mystery, tells her how he hid the suitcase containing the fortune in Rosalind's cottage and of its disappearance. Harry believes the money rightfully belongs to Mrs. Strang, and also starts in his aeroplane in pursuit. But meanwhile the suitcase containing the fortune remains on the sand where King had dropped it.

The Sheriff and deputies in the police boat shout to James and Canfield to surrender. They refuse and throw on more power, hitting the police boat and causing it to sink. The Sheriff and his deputies struggle in the water. James and Canfield plow on through the water towards the yacht.

At the same time, inside the yacht, King is forcing his unwelcome attentions pon Rosalind. In the engine room, a drunken engineer allows a lighted lamp to flare near some dripping gasoline. Gilbert, on the boat landing, manages to render help to the drowning Sheriff and his men, and they plan a way to apprehend James.

King gains entrance to Rosalind's oom. She forces him out and locks the door, but he breaks it down. James is hurrying to her rescue but to all appearances he will be too late. It is revealed that the minister who married King and Rosalind is an impositor and the marriage is illegal. King does not know this however, and believing that he is Rosalind's husband, and being in a drunken frenzy because she has repelled him, forces his attentions still further upon the girl——

"FOR HUSBANDS ONLY."

Six-Reel Jewel.

CAST.

Toni Wylde.....Mildred Harris
Rolin Van D'Arcy.....Lewis J. Cody
Samuel Dodge.....Fred Goodwins

CONVENT bred Toni Wylde marries Samuel Dodge as a solace for a heart despecately wounded in its first experience of love. Later she meets Rolin Van D'Arcy, who is not a marrying man. Mrs. Ellis tries in vain to warn Toni that D'Arcy is merciless and dangerous. But Toni was bent on revenge.

When D'Arcy fond that Toni was playing with him he resolved to force her hand and at one blow destroy Samuel's love and faith. He prepares to produce a play in which the characters will be in reality Toni, himself and Samuel. The action of the play is the game that Toni had played with him, only with the worst possible explanation given to Toni's action.

He invites Samuel to the play, which was called "For Husbands Only", saying that he was very anxious to have Samuel's opinion. The night of the play Toni is startled at a call from D'Arcy whom she supposed to be at the theatre. He tells Toni the plot of the day. Toni realizes the desperate danger she is in, and for the first time feels how much she really cares for Samuel.

Samuel returns from the play.

"What did you think of the play?" asked D'Arcy with the emotion of a gambler who stakes his all on one throw.

"I would not like to discuss it before my wife and she looks tired anyway. I know you will excuse me." And D'Arcy walked out, his one chance gone.

But what of Toni? Would Samuel never speak to her? At last he looked up sheepishly and said:

"I couldn't tell him about his play because I slept through the whole darned thing. Do you mind if we avoid D'Arcy for a while until he forgets to ask about it?"

Would she mind? Did she want to go to Heaven?

"BRASS BULLET," SCREEN MAGAZINE, CURRENT EVENTS AND ANIMATED WEEKLY.

SCREEN MAGAZINE NO. 88.

THE rapidity with which Japanese fishermen adapt themselves to American ways is shown in Screen Magazine No. 88 in a series of pictures dealing with the fishing industry in California. The process of manufacture of a well-known cough drop has not changed in seventy years. The way in which the little black drops resolve themselves into medicinal candy has been filmed for the magazine. The Fox Hunt, as thrilling at times as a cavalry charge, with the hounds in full cry, the winding of horns and the reckless riding of the hunters, will be another feature of the Screen Magazine. Thousands of dollars worth of lead has been salvaged from rifle ranges used by American soldiers in Texas. Captain A. E. Moreno is shown in Screen Magazine recovering and remodeling this lead for use against the Germans. speed, action and "pep" feature "Through Coney On High," one of the comedy offerings of the magazine. Willie Hopkins, noted sculptor, has produced "Funny Features" for his contribtion to "Miracles in Mud" in this issue of the magazine.

SYNOPSES OF NESTOR, CENTURY, LYONS-MORAN STAR COMEDY, WESTERN DRAMA.

"CUPID VS. ART."

Two-Reel Century Comedy.

ALICE works for her father, who who has mortgaged his paint shop to Scraggs, who is desperately in love with Alice. Alice, however, doesn't reciprocate.

Scraggs, who is also the owner of a sanitarium, tells her father that if he hasn't the money to pay the mortgage he will take Alice instead and they'll be "quits". Father gladly consents—being penniless.

Scraggs takes Alice for a stroll, Hughie follows and kidnaps her away from Scraggs. Scraggs calls for the assistance of Father and together they capture Alice, take her home, where Scraggs decides to get rid of Hughie, thereby standing a better chance of winning the fair and winsom damsel.

Father gets a contract from Scraggs to paint the sanitarium. Hand in hand Alice and Hughie start out for the sanitarium. When they arrive Scraggs gets Hughie inside and holds him prisoner. The day of the wedding is set. Alice learns that Hughie is held a prisoner, sends word to him that she is to be married at noon.

Regardless of age, if it has never appeared in your neighborhood, it's

FIRST RUN!

Hughie finally makes his escape and arrives just in the nick of time to upset the wedding plans. Once again he kidnaps Alice and a lively chase follows, which ends happily for the hero and shero.

CURRENT EVENTS, No. 68.

Planes Brave Heavy Gale In "Air Raid" On Cleveland.—British and American aviators of "Flying Circus" touring the country demonstrate an aerial attack as the French and British know it.—*Cleveland, O.*

Becomes War Bride Beneath Glittering Canopy of Swords.—Miss Grace Franklin, daughter of Commandant of Pelham Bay Naval Training Station, is wedded to Lieutenant William Murray Black, Jr., U. S. A., at picturesque naval ceremony.—*Pelham Bay, N. Y.*

Start "Liberty" Shipyard To Build "Victory" Ships.—Miss Elizabeth Donohue raises Old Glory over the driving of the first pile for what soon will be the second largest shipbuilding plant in the world.—*San Francisco, Cal.*

Duke and Duchess of Devonshire Are Guests of Canadian City.—Society folk turn over "keys of the city" to visiting nobility from the Mother Country.—*Kitchener, Ont., Canada.*

French Push War Against Hun Pirates of the Seas.—A new type of patrol vessel is added to the fleet of French U-boat chasers at ceremonies

Regardless of age, if it has never appeared in your neighborhood, it's

FIRST RUN!

attended by General Dubail, Military Governor of Paris.—*Somewhere In France.*

Honor Naval Officers of South American Warships.—Mayor's Committee on National Defense entertains at banquet captains and their staffs of the Argentine Dreadnought *Rivadavia* and the Brazilian Dreadnought *Sao Paulo.—New York City.*

French Hero of Two Wars Is Idol of San Francisco.—General Pau, who lost an arm in the Franco-Prussian war of 1870 and was Joffre's aide at the Battle of the Marne, becomes the idol of the Pacific Coast Metropolis. —*San Francisco, Cal.*

Uncle Sam Soon To Start "Win-the-War" Offensive.—In a building in the shadow of the towering Washington monument thousands of men and women are rushing work on billions of dollars worth of Liberty Bonds for the Fourth Liberty Loan Campaign.—*Washington, D. C.*

Yanks Go "Over the Top" of Roaring Surf At Long Beach.—More than 3,000 boys from Camp Mills are guests of the War Camp Community Service on a day's outing.—*Long Beach, Long Island.*

Official U. S. War Film.—Remarkable and exclusive pictures made on the battlefront in France by military photographers of the United States Signal Corps and released through the Committee on Public Information.

Sub-Titles.—Yankee Victors In Marne Battle prepare to push Huns back to the Rhine! Major-General J. T. Dickman reviews the 30th Infantry, Third Division of Regulars, as the steel-helmeted fighting lads are thrown into action with the Third American Army Corps.—*With the American Armies In France.*

ANIMATED WEEKLY NO. 38.

De Palma Burns Up Track At 111 *Miles An Hour!*—Breaks three world's records in five heats of International Sweepstakes in which some of the fastest dare-devil drivers take part.—*Sheepshead Bay, N. Y.*

B-z-z-z! Flies Flock To Fateful Feast!—Municipal authorities install tempting bait in fly-traps throughout city to rid streets of disease-carrying pest.—*Los Angeles, Cal.*

Gotham Greets Its First "Cop-Esses."—Police Commissioner Enright swears in women police who will look after welfare of young girls and deal largely with moral conditions of the Metropolis.—*New York City.*

Human Fish and Mermaids Break Records.—Aquatic marvels engage in swimming races, canoe tilting and other water stunts for benefit of American Red Cross.—*Belmar, N. J.*

Will Hold War Dance On West Front.—Recently converted from savagery these dusky warriors from Tahiti, Society Islands, have donned khaki after aperiod of training and soon will leave for service with the Australians in France.—*Sydney, Australia.*

Ski Jumpers Defy Mid-Summer Heat On Snowy Mountain Top.—Miss Olgo Bolstadm, woman ski champion, successfully defends her title on the white-carpeted summit of Mt. Rainier, 14,000 feet above the sea, where the snows are everlasting.—*Mt. Rainier, Wash.*

Travels 3,000 *Miles To Become War Bride.*—Miss Glora Fonda, of Seattle, Wash, is wedded to Lieutenant Bernard Hodge, U. S. N. R. F., at the beautiful Chestnut Hill estate of J. P. Morgan's partner, E. T. Stotesbury.—*Philadelphia, Pa.*

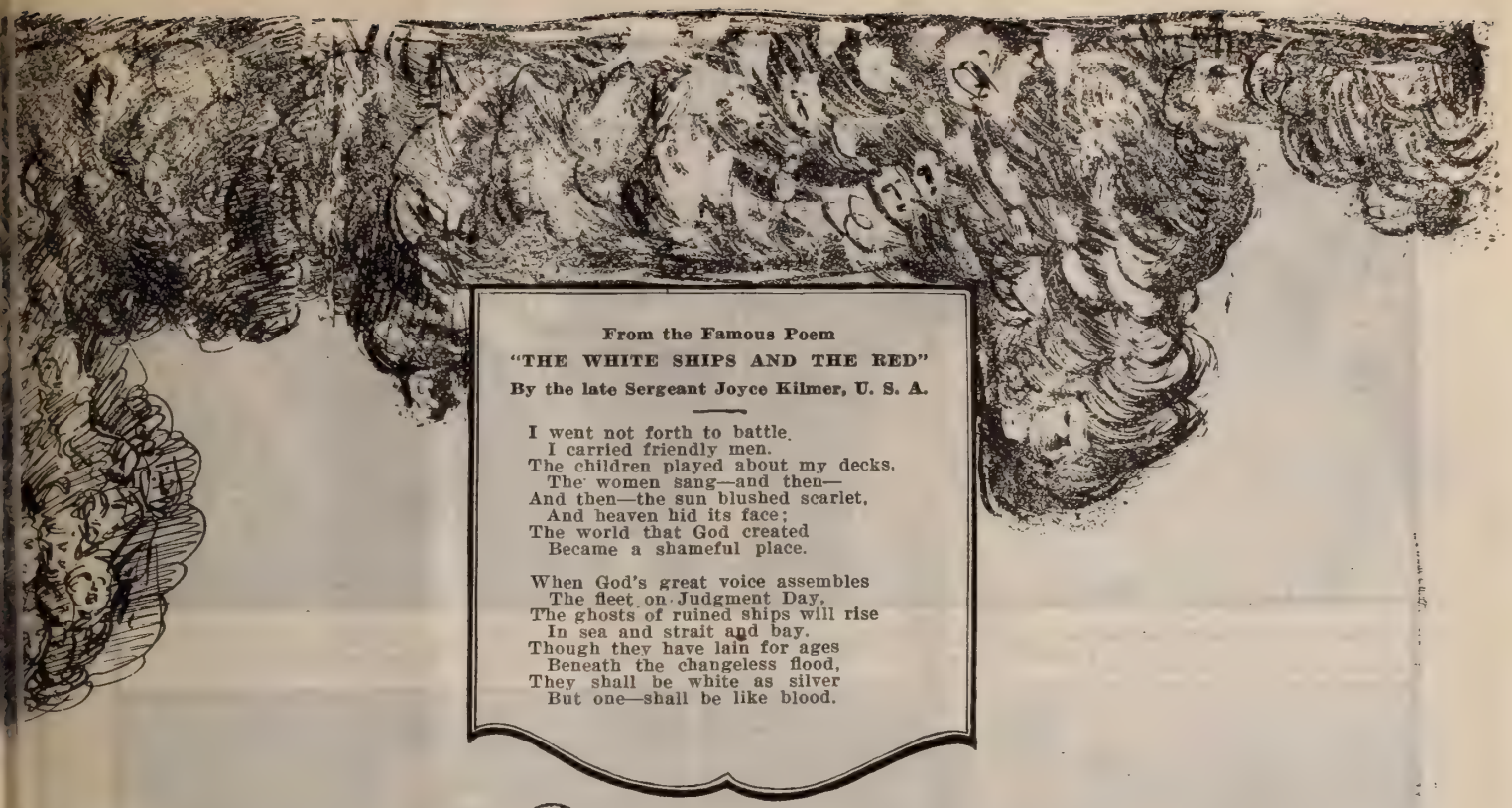
English Women Reap the Home Harvest of Victory!—With foodstuffs from America pouring in and the Land Armies, composed mostly of women, gathering the largest crop in the history of the nation, Britain at last can afford to laugh at the Kaiser's U-boats.

Germans In "Retreat To Victory" Halt On Vesle.—Franco-American offensive forces Hindenburg's troops out of the Marne salient across the Ourcq to a final stand on the Vesle, while French forces occupy Soissons. —*With the French Armies In the Field.*

Sub-Title.—"Fingers of Light" Guard Paris from Armies In the Field. Anti-craft weapons mounted on fast automombiles dash to the point of danger when an air raid warning is sounded while searchlight "eyes of the night" seek out the raiders amid the clouds.—*Paris, France.*

Cartoons by Hy. Mayer, World Famous Caricaturist.

The World's Only Record of the
Crime that Shocked Humanity



From the Famous Poem
"THE WHITE SHIPS AND THE RED"
By the late Sergeant Joyce Kilmer, U. S. A.

I went not forth to battle,
I carried friendly men.
The children played about my decks,
The women sang—and then—
And then—the sun blushed scarlet,
And heaven hid its face;
The world that God created
Became a shameful place.

When God's great voice assembles
The fleet on Judgment Day,
The ghosts of ruined ships will rise
In sea and strait and bay.
Though they have lain for ages
Beneath the changeless flood,
They shall be white as silver
But one—shall be like blood.

"THE SINKING OF THE LUSITANIA"

JEWEL Productions INC
1600 Broadway, New York City

SCENES FROM ANIMATED WEEKLY No. 38.

Miss Glora Fonda, of Seattle, Wash., who traveled 3,000 miles to wed Lieutenant Bernard Hodge, U. S. N. R. F.

Dusky warriors from Tahiti and Society Islands as they look in their Western Front War Dance Togs.

Ralph De Palma, who broke three world's records at Sheepshead Bay. He made only 111 miles an hour.

Come on, boys, join the Red Cross. This little "champ" swam at Belmar, N. J., recently to "Help the Boys."

English women work in the fields to reap the home harvest of victory.

Police Commissioner Enright swears in New York's first women police officers.

—as samples of exclusiveness—

The Universal News Weeklies of the following dates showed

Current Events Animated Weekly

JULY 20—Hands across the Border. Gov. Stephens of California shakes hands with Gov. Esteban Cantu of Mexico.

JULY 20—Pictures of Lieut. Quentin Roosevelt, lost in France.

AUG. 3.—Rabbi Stephen Wise, the famous Author and Scholar, working in a shipyard.

AUG. 3.—London's Lord Mayor reviewing troops.

AUG. 10.—Heroes of the Marne in New York on Recruiting Drive.

AUG. 10.—Opening of the Army and Navy Club in London.

AUG. 17.—Picture of the famous comedienne, Anna Held, just before her demise.

JULY 31.—Dynamiting river to prevent flooding Imperial Valley, California.

JULY 31.—Universal Cameraman makes historic flight in giant Handley-Page bombing plane.

AUG. 7.—American Battleships and Destroyers on duty in British waters.

AUG. 7.—Great railroad wreck at Terre Haute.

AUG. 7.—General Pau, hero of two wars against the Hun, visits the U. S.

AUG. 7.—King Alfonso of Spain reviewing his crack corps in Madrid.

AUG. 7.—Battleplane No. 1,000 completed and on its way to fight for Freedom.

—you can't beat the Universal News Weeklies

Always there with the Latest and Newest stuff of the Season

Refined High Class Comedy Attractions New Every Week

LYONS-MORAN
STAR COMEDIES

Their latest release is "The Extra Bridegroom."

UNIVERSAL FILM
MANUFACTURING CO.,
CARL LAEMMLE, Pres.
1600 Broadway, New York.

WARNI

To Every Exhibitor Wh
"The Kaiser, the Beas

DO not be caught napping, but arrange
nearest Jewel office for the quickest
newest success "CRASHING THRO
you fail to do so, you will miss a chance to
on "The Kaiser, the Beast of Berlin."

"CRASHING THROUGH TO BERLIN
of a sensation as "The Kaiser, the Beast

"CRASHING THROUGH TO BERLI
Kaiser, the Beast of Berlin."

"CRASHING THROUGH TO BERL
and at the same prices as "The Kaise

"CRASHING THROUGH TO BERL
as highly by newspaper critics as "The K

As far as we can recall this is the firs
business that any producing company, in
such a world-beating success as "The Kais
followed it right up with another picture
other companies have busied themselve
great "Kaiser Picture," we have gone just
the trade the very thing it needs—somet
ferent, something that is bound to set th
enthusiasm just when the American sold
and just when the new draft of men fro
brought the war closer to the heart of A
before.

DON'T WASTE A MINUTE. M
OTHER CLEAN-UP SUCH AS Y
KAISER, THE BEAST OF BE
TO-DAY FOR YOUR BOOKIN
THROUGH TO BERLIN."

JEWEL Productions
1600 Broadway New York Ci

"THE MAN WITHOUT A COUNTRY"

JEWEL Productions
1600 Broadway New York City

Lin McLean

-just as Owen Wister portrayed him in his famous novel of that name

-easily led
-easily puzzled
-sinful
-human
-well beloved
-that's

"A WOMAN'S FOOL"

Harry Carey in

A Big-profit Universal Special Attraction just Released

See it at your nearest:
UNIVERSAL EXCHANGE
or UNIVERSAL FILM MFG Co.
1600 Broadway, New York
Carl Laemmle President

Two Reels of Whirling Excitement

Eileen Sedgwick

—the Beautiful—

in

"The HUMAN TIGER"

A Play that's Packed with Punch

UNIVERSAL FILM MFG. CO.
1600 BROADWAY, NEW YORK, N.Y.
CARL LAEMMLE, Pres.

ALICE HOWELL

in her latest grouch killer

"CUPID VS. ART"

"Hughie!" says Alice, "you're hiding something from me"

If you want to make a "howelling" success, book all past releases

Her Face is Your Fortune

CENTURY COMEDIES
1600 Broadway
NEW YORK

Fritzi Brunette

and brilliant Cast—in—

The Film Version of Sidney Toler's Powerful Stage Play

"PLAYTHINGS"

Society's Soul laid bare
The Play that tears the mask from
the face of the Gilded Hypocrite

Book thru your nearest
Bluebird Exchange—or
BLUEBIRD Photoplays INC.
1600 Broadway, New York

Mary MacLaren

The American Beauty of the Screen in

"BREAD"

The vital Story of a young Girl's Struggle between Hunger and Honor.

Book thru your nearest UNIVERSAL Exchange or Universal Film Mfg. Co.-Carl Laemmle, President-1600 B'way., New York.

UNIVERSAL SPECIAL ATTRACTION

September 14, 1918

The Moving Picture Weekly

Vol. 7 No. 4

Fritzi Brunette

in the powerful picturization of
Sidney Toler's great Stage Success

"PLAY THINGS"

A TREMENDOUSLY poignant and well acted drama of modern morals, in which the star is splendidly supported by Lew Cody and a talented cast.

Your Nearest Bluebird Exchange.

BLUEBIRD PHOTOPLAYS, INC., 1600 BROADWAY, NEW YORK.

Scene from Mary MacLaren's Special Attraction, "BREAD."

Mary MacLaren in "B R E A D," Mary MacLaren Special Attraction.

Harry Carey in "A Woman's Fool," Harry Carey Special Attraction.

"A Woman's Fool," a Harry Carey Special Attraction, with Molly Malone.

A TRIBUTE TO "The Brazen Beauty"

Critic of the Motion Picture News.

By P. S. Harrison,

"BRAZEN BEAUTY," WITH PRISCILLA DEAN.

(Bluebird—Sept. 9. Directed by Todd Browning. Five Reels.)

ALL the high sounding words in a dictionary could not describe adequately the power with which this picture gets hold of the emotions. They could not even begin to do justice to it. You must see it with your own eyes in order to fully appreciate it.

It is a masterful combination of acting and directing of the highest state of development, based on a good story arranged into a scenario form with intelligence. It is a revelation of the possibilities that lie in the screen. IT IS REAL ART.

The plot is based on the story, "The Magnificent Jacala," from the pen of Louise Winter, published in the Parisien Magazine. It has been adapted for the screen by Wm. E. Wing. It shows how the heroine, a vivacious, fearless and unruly but kind at heart girl, brought up in semi-primitive environment but possessed of pure ideals, loved and hated at the same time. She meets the hero and loves him, but thinking he is a villain at heart, she conceals her feelings. She even scorns him, until it is by chance disclosed to her that she made an error and that he is a brother to the woman and not her lover. It ends in their happy union.

You have read, I presume, in fiction, of the thin, medium height type of a heroine, her body flexible as a whip, her complexion dark, her hair curly, who loves with the impetuosity of an Oriental (no dirt), her black eyes spitting fire that would melt steel, with a will power that could crush rock. Have you not? That is Priscilla Dean. She is the incarnation of such a type. She is superb. The title of a star rightly belongs to her now.

The direction is perfect. Todd Browning has the right to feel proud. He is a credit to the motion picture art.

Mr. P. S. Harrison.

The supporting cast is excellent. One player among them deserves special mention—Thurston Hall. He is a fine specimen of manhood combining all the exacting qualities of the screen, including personal magnetism.

This picture will set a lot of us to thinking. We have always talked as to the possibilities of the screen. But it has been an idle talk more or less. The talk of dreamers, you might call it. This dramatic contribution will make us realize it is not a dream but a fact. The trouble even with those who hold the industry in their power has been that they have not taken it seriously, even as a money-making proposition.

This offering has done another thing which is very important; it has disproved the theory that dramatic art can only be found in salaciousness. It proves it an utter misconception. Art lies in the ability to affect the emotions, especially those of the noble kind. This picture does the trick. It is clean and suitable for any kind of an audience.

(Reprinted from The Motion Picture News)

LOOK

No. 219. Straight from the Shoulder Talk by Carl Laemmle, President of the Universal Film Mfg. Co.

FOR many years various efforts have been made to control the film industry and effect a monoply, first by one concern and then by another.

For just as many years I have fought each and every one of these efforts, using as my weapon nothing but a plain dose of the truth and keeping exhibitors posted on things they ought to know.

No man or set of men has enough mental balance to be entrusted with too much power over the film business. Too much power is a dangerous thing. It goes to the head. It turns the head. It soon unbalances the judgment of a man who, heretofore, has seemed to be fair, honest, upright and just. When we have a loaded gun in our hands it is human nature to feel like shooting something or somebody. When we have too much power at our command, it is just as human to feel like applying that power to something or somebody. We want to see how it works.

Therefore, any exhibitor who signs such a thing as a non-cancellable contract with any film corporation is helping to build up a Frankenstein monster which may eventually destroy him. If enough of such contracts are entered into, it will mean that all film producing companies except the one getting the contracts will be shut out of the market. The next step would be bankruptcy for all of such shut-out companies; and the next rapid step would be a monoply. Once such a monoply became a fact, you who had helped to rear the monster would do as the monster dictates or go into bankruptcy yourself. It is such a self-evident business proposition that it should not be necessary to call your attention to it, but as some of you don't seem to know what to do, I have assumed the somewhat tiresome (and possibly tiring) job of pointing out the A-B-C of the matter.

As an example of the whip-cracking methods used on exhibitors—and this is probably a taste of what may be coming in the future—take this dispatch

O U T !

from Seattle. Read it. Then ask yourself what is to prevent the same thing from being tried on you. I have clipped it from Wid's Daily:

> SEATTLE.—The Seattle Paramount-Artcraft office and R. K. Dunham of the Rex Theatre of Mount Vernon and the Grand of Burlington, Washington, have been having a battle royal during the month of August. When Mr. Dunham refused to book Paramount-Artcraft releases the local exchange manager had 24 sheets put up in his town advising the people to go to the neighboring towns where Artcraft and Paramount pictures were shown. Mr. Dunham answered this with a strong announcement in the Mount Vernon Herald of August 8. When he began showing the reissues of Douglas Fairbanks features the Paramount-Artcraft people placed a Fairbanks ad in the Herald. Serious exception was taken by several Seattle film men interested in the reissues to the statement that they were rehashed and retitled, and the statement has been retracted.

At present, the exhibitors undoubtedly control the film business. This is solely because the producers have flooded the market with so much weekly product that the exhibitors can pick and choose. But once let the volume of the weekly product be cut down, or once let it come under the control of any one corporation—and you'll dance to any tune that is played.

When you're preparing for a battle you are not damphule enough to hand over your ammunition to the enemy. But that's precisely what you're doing if you sign a con-cancellable contract with ANYBODY on ANY terms whatever!

As long as you remain your own boss—as long as the army of American exhibitors controls its own house policies—no film corporation can lick you even if it gains the backing of every banking house in New York. But the minute you surrender your independence, you can be licked to a frazzle.

No doubt the ice looks good to skate upon. But it's THIN! Look out!

Carl Laemmle

A Bluebird Extraordinary
See it as soon as possible
at your Bluebird Exchange

Stunning

BLUEBIRD
Photoplays, Inc
1600 Broadway, N.Y.

PRISCILLA DEAN

IN

The BRAZEN BEAUTY

"THE YELLOW DOG"

The Mongrel Patriot That helps *the* Kaiser by Discouraging America ...

ON THE WAY

A Picture of that fiery young patriot--The American Boy -- in a little War-job of his own that will make every grown person think hard between his laughs and his thrills.

From Henry Irving Dodge's famous story, published by Harper & Brother, first appearing in the Saturday Evening Post.

MEMBER OF THE NATIONAL ASSOCIATION OF THE MOTION PICTURE INDUSTRY

THE MOVING PICTURE WEEKLY

A MAGAZINE FOR MOTION PICTURE EXHIBITORS

Published Weekly by the MOVING PICTURE WEEKLY PUB. CO.
1600 BROADWAY, NEW YORK CITY

PAUL GULICK, *Editor* JOE BRANDT, *Bus. Mgr.*

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Vol. 7. SEPTEMBER 14, 1918. No. 4

The Yellow Dog Described by Henry Irving Dodge

(Author Tells of the Birth of Nation-Wide Campaign Against German Propaganda.

NEW YORK, August 24th.—Speaking at the banquet of the New York City Editors' Convention, at the Majestic Hotel here today, Henry Irving Dodge, founder of the national movement to suppress the yellow dogs who discourage and demoralize by repeating German propaganda lies, told how he "built" the idea that has aroused a tidal-wave of patriotic activity all over the United States that is effectively stamping out the last traces of Prussian influence.

Mr. Dodge, in telling of the birth of the "Yellow Dog" campaign, said in part: "The matter simply shows how from a mere idea concrete results may be got. But what made the idea effective was the fact that it was applied at the psychological moment. The country was ripe for it and the fact that the Yellow Dog Drive has become so great shows not only that there was a very large number of yellow dogs in the land, but it also shows the determination of the American people to suppress them. It's a movement that has, since the 4th of May, spread from Portland, Oregon, to Portland, Maine, and from Canada to Mexico. In fact, it includes a considerable portion of Canada, judging from the letters I've received.

"When I speak of the two-legged yellow dog I don't mean the German, remember that. My yellow dog is worse than that; he's the weak-kneed, white-livered American—how I hate to call him an American—that's always knocking the government, always ready to pass along scandal, groundless scandal, little, petty, pinpricking, discouraging talk, always criticizing in a destructive way."

"I'm not speaking of the big men, who know enough to criticize and constructively, men who have the courage to risk the public obloquy for their country's sake—I'm talking about 'dogs,' not 'lions.'"

"For a long time I tried to figure out why so many good American names were yellow dogs. Surely, I thought, they're doing it unwittingly. That being the case, they must—in a large number of cases—be ignorantly the agent or mouthpiece of the German propagandist—doing his work without realizing it, for they never in God's world would do it if they did realize what they were doing."

"I was much cast down by the apparently unrestricted yellow dogism, and I spent my time hating the yellow dog and scheming out a way to suppress him."

I knew that able men had delivered orations against the danger of German propaganda. Able writers had exposed it. But you can't cure it that way any more than you can cure yellow fever by talking about it, any more than you can cure cholera by describing it. You only scare folks that way. You've got to treat the patients individually. You've got to make them realize, see the light. Make them stand up and be counted. Make them personally responsible.

"I reckoned that the yellow dog was the connecting link, the line of communication, the disease carrier between the Hun spy and the American public that furnishes the sinews of war."

"I realized that since one couldn't locate the spy propagandist, who is as obiquitous as the house fly, it was necessary to destroy—or at least, to sterilize—the connecting link so he couldn't communicate the Prussian plague.

"Whether the yellow dog did it consciously or not, the effect of his whining was vicious and it was necessary then to make him realize that his irresponsible words were fraught with danger to our country.

"To do that, it was necessary to get an agent as ubiquitous as the yellow dog himself. What I did after that is what 'Walker' did in my story, 'The Yellow Dog.' He pondered the matter and finally hit upon the small boy force of the country."

"The small boy, 'Walker' knew, was the human question mark. He loves to express himself along the lines of adventure. So he called the boys of 'Danforth' together, explained to them how the yellow dog, by circulating evil rumors and discouraging the buying of bonds and causing men to evade the draft act, were virtually sending bullets to the kaiser and killing their brothers who were in the trenches.

"He organized the Boy Detectives of America, right then and there. He told the boys if they heard anyone talking sedition to go up and plump this question at him: 'How do you know?' HOW DO YOU KNOW? What a wonderful sentence that is, How do you know? It's a sharp rebuke to the loose-tongued man. It staggers the liar. It stops the tongue of the slanderer. The saints invented it I believe to confuse the devil.

"Walker gave the boys cards with definitions so they could recognize the yellow dog, and the boys got busy. 'Walker' and I had designed to start a bonfire in 'Danforth,' but we found that we had started a conflagration. Metaphorically it smarted the eyes

(*Continued on page* 13)

My dear Mr. Laemmle:

I should like to express to you however inadequately some measure of our appreciation for the part which you are taking in the plan of the Military Entertainment Council in its work of providing Smileage for our men in the large training camps.

We thank you especially for your assistance in introducing Smileage to our Motion Picture Industry of America along the lines suggested by you whereby you lend your good support and that of your organization toward making the present drive to obtain the "Smileage Pledge" from every theater in the country a huge success.

There is no way of telling you what it means to have your good co-operation in presenting to the industry through your exchanges this opportunity for service upon their part.

Sincerely yours,
(Signed) L. J. MEYBERG,
Personal Representative,
W. D. C. T. C. A.

Laemmle Helps Boys get Smileage

CARL LAEMMLE, president of the Universal Film Manufacng Company has just received from J. L. Meyberg, personal representative of the War Department Commission on Training Camp Activities a letter expressing the highest appreciation of the service Mr. Laemmle has rendered in obtaining Smileage for men in Uncle Sam's service. The letter will be found on page 10 in the box. Mr. Laemmle recently sent out strong appeals to all Universal exchanges enlisting their co-operation in getting contributions to this fund from the exhibitors.

As soon as possible after the necessary arrangements had been completed Mr. Laemmle sent the following letter to each of his exchange men:

To the Manager:

I know that I have only to tell you that I want you to perform a patriotic duty and that telling you will mean that it is done.

The Commission on Training Camp Activities, a branch of the War Department which has done such wonderful service in providing entertainment for the men "over here" and "over there," has enlisted my services in securing for the men as many smileage tickets as possible. They have presented to me a plan which has already been endorsed and accepted by the Rivoli, the Rialto in New York, the Circle in Indianapolis, the Graumann Theatre in Los Angeles and many other big theaters throughout the country.

If you could have listened to the stories that have been told to me time and time again of the wonderful work done by the Military Entertainment Council, you would feel honored to be able to undertake the work that I am going to outline to you, and you would consider it a sacred duty equal to shouldering a gun or leading men into battle.

Our men "over here" and "over there" have in most cases been taken from the bosoms of their families at short notice; the change of environment has been tremendous, and it is usually the first thirty days in camp when they need entertainment and comfort; so the Military Entertainment Council wants to see that not a single one of OUR boys is without the necessary tickets to enable them to attend the entertainments given at the various Liberty Theaters, as guests of the people of the United States, particularly as guests of the folks from their home towns.

It is most important "over there" to entertain our boys and to see that their source of entertainment is uninterrupted in order to relieve them from the nerve racking duties of a soldier at the front. Men who return from the battle line seek recreation—they must have it—and it is the intention of the War Military Entertainment Council to provide each boy "over there" as well as "over here" with enough smileage tickets so that he can go to the theaters as many times as circumstances will permit.

Under separate cover I am sending you a pad of blanks furnished by the Commission on Training Camp Activities, and I am going to ask you to see to it that every exhibitor that you can reach pledges himself to give a sum equal to 10 per cent. of the gross receipts of his theater on one day each month for the period of the war. The money received from these theaters will be sent each month to the War Department Commission on Training Camp Activities, Washington, D. C., where it will be credited to the individual accounts of the theaters.

The men from the varous States, and cities wherever possible, will receive these smileage books and will be notified that they have been furnished through the courtesy of this particular exhibitor; thus the boys from their home towns will know the theater where he spent his money, the theaters his father, mother, sweetheart, brothers and sisters are attending to-day, are doing their bit to keep him happy while he is doing his share for humanity.

Special permission has been secured from the War Department, so that the theaters can advertise to the public that upon a specified day of each week they will give 10 per cent. of the gross receipts to this Smileage Fund. In addition to this, a certificate will be given to the theaters which they can display in their lobbies—thus proving their loyalty.

I do not know of anything that has been done during the course of the war that will tend more to make the boys happy and contented than this movement to provide smileage.

I want the Universal to make a record in securing these pledges. I want you to take care of it **personally.**

Make a list of all of the theaters in your territory and check off as fast as the pledges are signed, sending the pledges in to me direct, so I can send them into the War Department. See if you cannot be the manager who will be able to show 100 per cent. record in your territory.

I have in mind a Roll of Honor which will be prepared and maintained by the War Department on which the names of the exhibitors who sign pledges will be added each week—I don't believe there are many exhibitors who will make it impossible to have their names placed on this Roll of Honor.

Remember I'm counting on you for a 100 per cent. record.

Yours sincerely,
CARL LAEMMLE,
President,
Universal Film Mfg. Co.

Here is the form of pledge which the exchanges received. Each pledge is to be sent direct to Carl Laemmle.

WE, the undersigned, do each agree and pledge ourselves to give to the Military Council (Smileage Fund) of the Commission on Training Camp Activities, War Department, U. S. A., a sum equal to ten per cent. (10%) of the gross receipts of our Theatres upon one day out of each month, for the period of the war, (the day being indicated opposite to our signature).

We are to be permitted to advertise to the public that upon this specified day each month, we will give ten per cent. of our gross receipts to the fund.

We agree to forward this money on the last day of each month to the Military Entertainment Council (Smileage Fund) War Department, Commission on Training Camp Activities, Washington, D. C., where it will be credited to our individual accounts, in our City. The men from our State, (and city if possible) are to receive the Smileage Books purchased through the funds thus collected.

It is further agreed that each of us is to receive a certificate showing that we are contributing to the Smileage Fund. Said certificate is to be displayed in our Theatres, fac simile thereof is to be furnished us on a slide, which we also agree to display at each performance so far as possible.

STATE	CITY	THEATRE	NAME OF MANAGER	DAY OF MONTH	NO. OF SEATS	ADM. PRICE

The Funniest Reel Ever Made

PAT SULLIVAN MADE IT

AN animated cartoon by a Master of the Art—just one of those crazy, darnphool things that people laugh themselves sick over. Ten explosions a minute—the Cheese Emp and his army of Hunks, the Kaiser Bird and the Sausage Cat, the Rubber-neck Periscope. Book it for the screamingest one-reeler you ever showed.

Any Universal Exchange, or UNIVERSAL FILM MFG. CO.,
1600 Broadway, N. Y., Carl Laemmle, President.

HOLDING THE LADDER

BY HENRY IRVING DODGE

Note: Henry Irving Dodge is the founder of the Nation-wide campaign to organize the boy power of America for the suppression of insidious German propaganda circulated as rumors by thoughtless Americans whom he has termed "yellow dogs."

ONCE there were two colored gentlemen, father and son, who went out to pick cherries, pick the neighbor's cherries.

The old man said to the boy: "You climb to the top and I'll hold the ladder down here."

But presently the ladder got a little shaky and the boy said: "What's the matter with the ladder? It's wobblin' so. I can't pick these cherries if you don't hold it steady."

The old man said: "I'll hold the ladder, all right, if that pesky yellow dog'll only stop bitin' at my heels."

But just then the yellow dog bit him. He let go the ladder. The boy tumbled down. The ladder fell and cracked the old man on the head. And the whole thing collapsed.

And all on account of a yellow dog.

To the boys and the older men of America I want to say that we're in the same position as those colored men that went out to pick cherries. We sent our boys "Over There" to do the biggest job ever man was called on to do—not to save a state alone or a nation, but to save the whole world—to make the world safe for civilization.

While they're going over the top for us, we've got to hold the ladder for them—right here.

The Fighting Age.

You and I who are either too young or too old to go to the front, can help over here. We're outside of the draft age but thank God, we're not outside the fighting age.

If we can't go over the top ourselves, we can hold the ladder for our brother that is going over the top. And remember this: The man on top of the ladder gets his courage from his knowledge that there's a good strong man holding the ladder down there, that he's got his feet braced wide apart and he's got all the weight of his body pressed against it.

And there's something more than a sentimental, patriotic motive that makes us hold that ladder. It's a motive of self preservation, don't forget that. We're not going to let any yellow dog, nipping at our heels, make us let go of that ladder while our boys are on top.

We're tremendously proud of our boys for the splendid work they're doing. We're grateful to them for putting America on the map again as a fighting nation. And we want them to know that if they should suffer temporary reverses, as any army is apt to do in a big war, we are still tremendously proud of them, still behind them with every ounce of heart, brain and money we possess.

Come what may, we want them to know that our faith in them is absolutely unshakable. That's morale—the morale over here that communicates itself to the boys in the trenches. That's the kind of morale that wins the war—any war. That's why we're after the yellow dog.

A Man's Job for Boys.

Don't worry about silly, thoughtless criticism.

Why, the other day a critic said: "Fighting the yellow dog's a good idea, but it doesn't belong to a boy. It's a man's job."

So it is a man's job. But boys can and are doing it. These are war times. All jobs are men's jobs. And when a boy does it, he measures up to the stature of a man.

It'll make a man of him years before he is twenty-one. It's a wonderful experience.

You're living through one of the most awful crises of the world's history. No boy has ever had such an experience before. Our ship's in a frightful storm. Everyone must lend a hand. I was going to say every man between eighteen and forty-five. But I'll change that and make it every male and female between eight and eighty—they're all got to do men's jobs nowadays.

Another critic said: "The Anti-Yellow Dog idea is good, but I believe in boys being more retiring."

Suppose he applied that to the boys in the trenches—the boys over there? They don't know the meaning of the word retiring, our boys don't.

The only retiring people I know are the Germans, and no one ever accused them of politeness.

Men must talk. If they can't talk evil, they must talk good—even of the Government.

We must stop their wagging their poor, foolish jaws to weaken us. If they wag them at all, it must be in favor of Uncle Sam.

And so I ask all of you who are too young or too old to go into the trenches to join in the Yellow Dog drive—pledge yourself to stop all seditious talk and help in holding the ladder.

THE YELLOW DOG DESCRIBED BL HENRY IRVING DODGE

(*Continued from page* 10)

and stung the nostrils of everybody. It was not long before every yellow dog in 'Danforth' had been served with a card of identification. It got so a man didn't dare to talk sedition even to his wife in the middle of night lest from out the darkness come the awful incriminating: 'HOW DO YOU KNOW?'

"In trying to convince himself that he did know, the yellow dog convinced himself that he didn't know. And he began to change the color of his hide. He didn't do it with a whitewash brush either. The change had to come from within.

"This story was my message to all America and the public have taken the tip. I got a wire from Portland, Ore., that an Anti-Yellow Dog Club had been formed there as a direct result of the suggestion.

"A few days later I got a letter from a great advertising Men's Club of Cleveland—a club involving some three hundred of the ablest men in the country—asking permission to use my idea out there. They formed the Yellow Dog Clubber's Club, with branches all over the United States."

"Almost immediately the High Twelve, a Masonic body of Danville, Illinois, started the Yellow Dog Catcher's Association and this is doing wonderful work.

"Individual Boy Scouts and Scout Masters have taken up the movement all over the country. Public spirited citizens have even printed cards at their own expense and distributed them widely. Big manufacturers have taken up the movement and are spreading it among their employees."

HARRY CAREY
"HELL BENT"
The love affair of a good cow-punch who tried to go bad but couldn't quite make it.
"Three Mounted Men"
A tremendously human drama of the desert made extra-wonderful by superb photography.
DOROTHY PHILLIPS
"The Mortgaged Wife."
A picture with a punch. Acting, settings, lighting, all are AA-1. Book this without fail. It's big and it's real.
UNIV
SPECIAL AT
The utmost in story, acting and direction that the best equipped concern in business to day can produce.
UNIVERSAL F
1600 Broadway
New York
PRISCILLA DEAN
"THE TWO-SOUL WOMAN."
The finest double-photography the screen has ever seen. An end smash that's a breath-stopper. Book it today.

HERBERT RAWLINSON
"Smashing Through."
In scores of theatres all over the country, a marvelous money-getter. Speed, action and a fine love story.
MAE MURRAY
"HER BODY IN BOND"
An inside view of stage life today, written by the Critic, H. Sheridan Bickers. A very gripping play.
"The Bride's Awakening"
The very appealing drama of a child-wife deceived. A Mae Murray picture thru and thru.
ERSAL
RACTIONS
Each one sold at a price based soley on that particular pictures proven value as a commercial and artistic success.
M MFG. CO.
Carl Laemmle
Pres.
MARY MacLAREN
"The Model's Confession."
The story of a cloak model who conquered society and found a missing father.
"Bread."
The drama of a Hungry Soul.

An Open Letter to
MR. BOB LIEBER

THE CIRCLE THEATRE
INDIANAPOLIS, IND.

My dear Mr. Lieber:

Unless I am very much mistaken, you'll agree with me that nothing gets so much money nowadays as class. And—for the shrewd exhibitor—it's been that way for a "right smart while". The secret of many a man's great, big success in the picture field has been his constant, persistent demand for class in everything he shows, no matter what kind of audience his theatre was located to pull. Because he has realized that class will bring him new patrons while still holding the old trade.

Ask your good friend, Abe Block, if his experience doesn't prove this. Ask him if he remembers that little old "Eagle Clothing Store" in Indianapolis, that grew and grew and grew just as soon as a certain advertising man in Chicago showed him the pulling power of class in his ads and goods while still holding the old trade.

Then put on your Panama and step 'round to the Universal Exchange at 113 West Georgia Street and ask them to show you some of our UNIVERSAL SPECIAL ATTRACTIONS. You'll find that some money-making mark of class in every story, every actor and actress, every setting, every superlative touch of the director's guiding hand. Play them—play any of these UNIVERSAL SPECIAL ATTRACTIONS you like and you'll see your receipts shoot up just as Abe Block saw them shoot up at the little old "Eagle".

Of course, I know mighty well that the Circle doesn't show anything but class productions, else you couldn't make the money you do make—but I just want you to satisfy yourself—to agree with me—as to the Universal Film Manufacturing Company's biggest and best effort in putting class into moving pictures.

Cordially yours,

Carl Laemmle

The Brilliant Character Actor

MONROE SALISBURY

in his Portrayal of the beloved Rogue

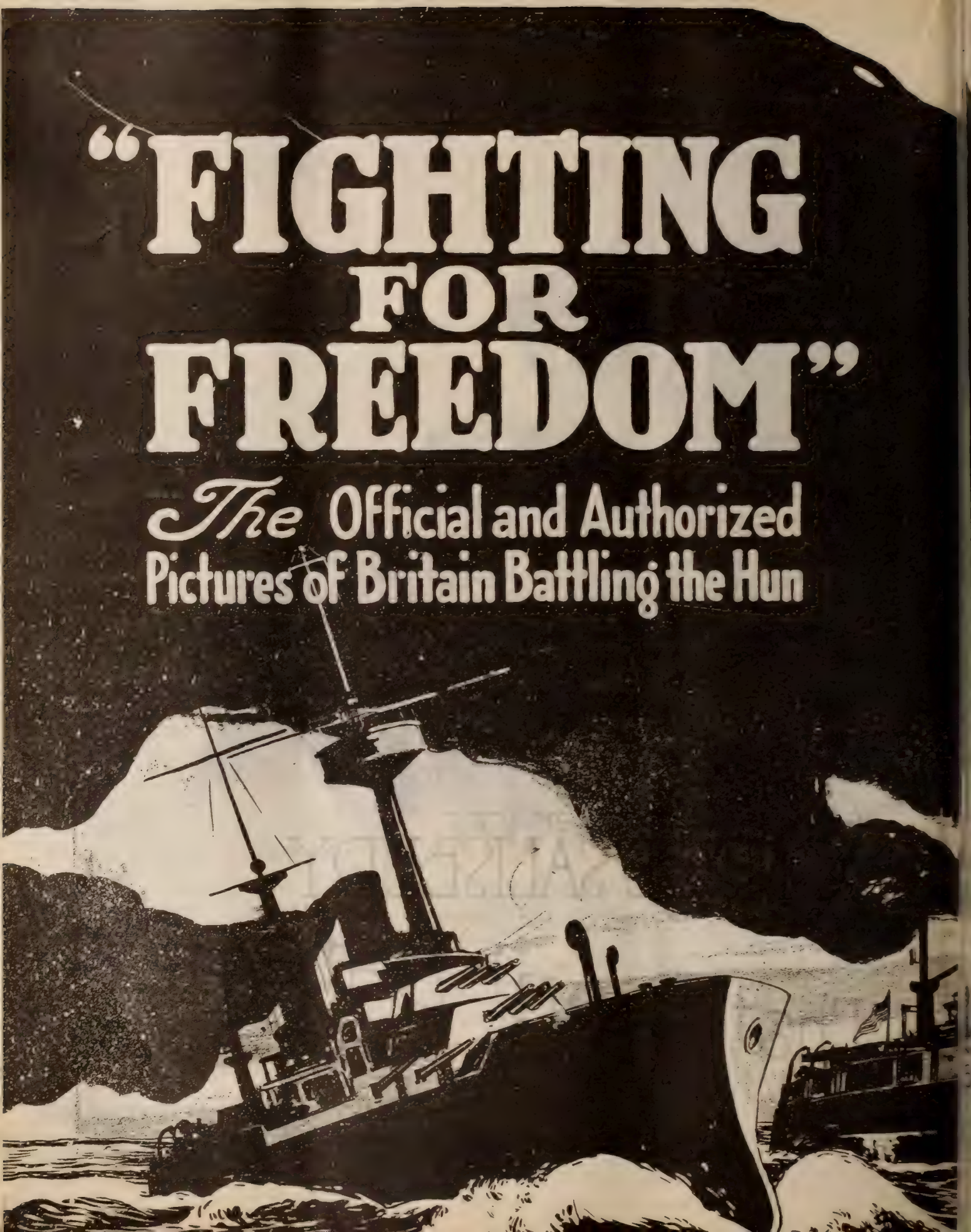
"That Devil Bateese"

A Story of glowing Warmth of the French Canadians.

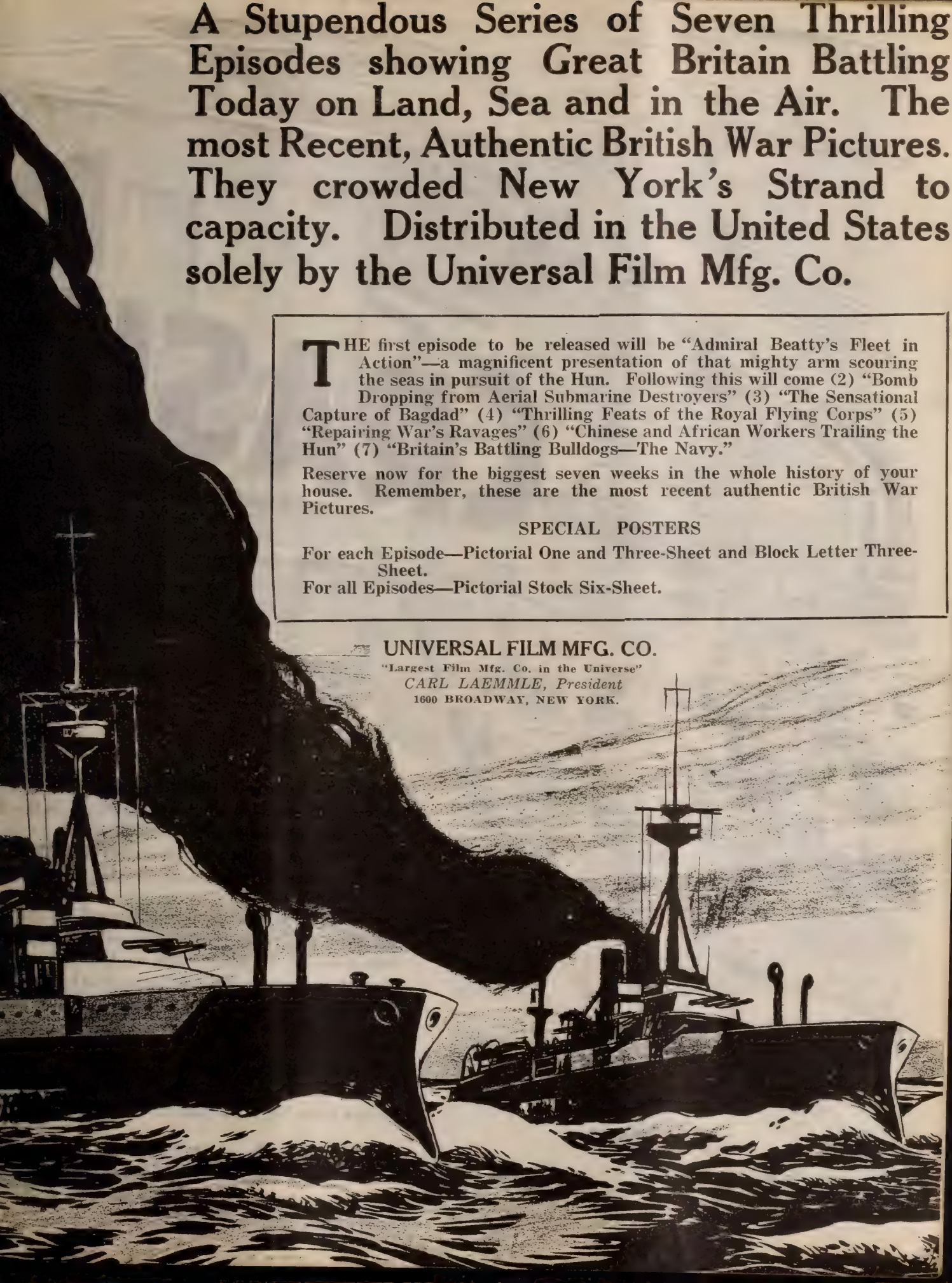
Book thru your local BLUEBIRD Exchange or Bluebird Photoplays, Inc. 1600 B'way, N.Y.

"FIGHTING FOR FREEDOM"

The Official and Authorized Pictures of Britain Battling the Hun



A Stupendous Series of Seven Thrilling Episodes showing Great Britain Battling Today on Land, Sea and in the Air. The most Recent, Authentic British War Pictures. They crowded New York's Strand to capacity. Distributed in the United States solely by the Universal Film Mfg. Co.



THE first episode to be released will be "Admiral Beatty's Fleet in Action"—a magnificent presentation of that mighty arm scouring the seas in pursuit of the Hun. Following this will come (2) "Bomb Dropping from Aerial Submarine Destroyers" (3) "The Sensational Capture of Bagdad" (4) "Thrilling Feats of the Royal Flying Corps" (5) "Repairing War's Ravages" (6) "Chinese and African Workers Trailing the Hun" (7) "Britain's Battling Bulldogs—The Navy."

Reserve now for the biggest seven weeks in the whole history of your house. Remember, these are the most recent authentic British War Pictures.

SPECIAL POSTERS

For each Episode—Pictorial One and Three-Sheet and Block Letter Three-Sheet.

For all Episodes—Pictorial Stock Six-Sheet.

UNIVERSAL FILM MFG. CO.

"Largest Film Mfg. Co. in the Universe"

CARL LAEMMLE, President

1600 BROADWAY, NEW YORK.

Neither Statesmen, Field-Marshals, General
Admirals nor Correspondents over there in the thic
of it have seen one-tenth as much of the world wa
as you will see when you witness this historic achiev
ment—the record of a war in authentic picture

You will be awed and maddened by the ev
dence of the ruthless brutality of the stupid hu
who thought he could set the world on fire and e
cape the penalty. You will be thrilled by the galla
defence and the super-human offensives of the u
conquerable Allies.

You will be gratified to the point of ecstas
by the welcome of our Boys in Paris; brought
happy tears when you see them emerging victoriou

Don't be satisfied to

THE WHOLE COLOSSAL DRAMA OF THE WAR

JEWEL PRODUCTIONS
INCORPORATED
Executive Offices. 1600 Broadway. New York City

rom the very gates of hell—at close quarters in life and death struggles with the treacherous enemy—he arch-fiends of Kultur.

ou will see the authentic events that have brought the world war to the present stage filmed on the spot in bleeding Belgium; fearless France; brave Britain; revolutionary Russia; ghastly Germany and in our own land where a peaceful Nation prepared for war.

ou will see the tragic side of war and the bright spots that make it endurable; artillery duels, submarine sinkings, the boys in the trenches, on the march, at play and at death-grips for the right; royal battles of the air, the lean, keen destroyers grimly living up to their name.

You will see all these and more—so much more that no comprehensive account of it can be given by the printed word—a thousand cameras have recorded the unalterable facts for you in all their terrible significance—for you to see with your own eyes.

It is for every American—for every man, woman and child that proudly uncovers to the Red, White and Blue of Old Glory. It is more than a moving picture entertainment—it is an Educational Pictorial History of the World's Greatest Drama—conceived and executed for the first time and now presented to you as the mightiest spectacle of all time.

id about the war—see it with your own eyes!

PRESS SHEET FOR BLUEBIRD EDITH ROBERTS in "BEANS"

THE STORY.

(*Copyright* 1918, *Bluebird Photoplays, Inc.*)

BREWSTER, a bean magnate, is rushing against time to renew an option he holds on certain bean lands and canneries before the time limit expires. In his plans he is opposed by one Ellis, owner of the properties.

When he should be in San Francisco in the thick of a legal skirmish, Brewster is at home in executive session with his gout. Betty, his beautiful little daughter, begs to be allowed to go to San Francisco with the papers.

An agent of Ellis follows her on the train and tries to get the papers away from her. To win her confidence the agent tells her that he is Kirk, Brewster's lawyer, and that he has been sent to overtake her by Brewster.

Then Kirk overtakes the train at a small stop and presents himself to Betty. She of course thinks that he is an impostor and pins her faith on Ellis' man. They squabble for possession of the papers. Betty calmly watches them but keeps the papers safe in her—where none would dare look.

After a terrific struggle, in which she is thrown from a motorcycle, arrested, scolded and frightened out of her wits, Betty delivers the papers in time to save the day for papa.

BEAUTY WINS.

A gruff old millionaire with gout is a difficult person to approach but in "Beans," the latest Bluebird photoplay, which comes to the ..... theater on ....., Edith Roberts makes his gruffness give way to smiles and persuades him to commission her to an important errand. She succeeds on that errand after many thrilling experiences. See this play!

Story by John B. Clymer.

Scenario by John B. Clymer.

Directed by Jack Dillon.

CAST.

Betty Brewster	Edith Roberts
Kirk	Lew Cody
Wingate	Charles Gerrard
Ellis	Harry Carter

BEANS AND BIG BUSINESS FORM THEME OF PHOTOPLAY

Edith Roberts to Appear in Bluebird Photoplay "Beans."

EDITH ROBERTS, the vivaciously beautiful little star of "The Deciding Kiss," the successful Bluebird photodrama of that name, is at the ..... theater in her latest release from the Bluebird studios, "Beans."

If you liked "The Deciding Kiss" you will surely like "Beans," for the little star has brought to the latter production all of the dainty artistry that characterized her in the first.

Such a girl. Her father wanted her to be mentally unemployed like other girls of her class, but she yearned for a business career, and having yearned sufficiently—got it.

"Beans" is a story of beans, big business, gout, and Betty Brewster.

If you like a photoplay with a vein of delightful humor, a touch of intense dramatic action and constant fast action, see "Beans" tonight at the ..... theater.

The food angle has been made the bone of contention in the plot of "Beans," the latest Bluebird photoplay in which Edith Roberts will appear at the ..... theater on .....

FOR THE HERALD.

BETTY BREWSTER was rushing to San Francisco with a batch of documents which, if delivered on time, would mean a fortune in beans for her father. Father in the meantime was camped out at home with the belligerent gout.

On that trip, from her home in Los Angeles to San Francisco, Betty was beset by relentless agents of her father's business opposition, who sought by all means to get the papers from her.

Did they succeed?

Would they have succeeded had the fair messenger been your daughter?

Of course they did not, but to tell you how Betty turned the tables on them would be unfair, for it would spoil the punch of an exceptionally funny photoplay.

If you would laugh without an effort, see Edith Roberts in her latest Bluebird photoplay, "Beans."

Three men fight like fiends over a valuable paper in "A Billion in Beans," the latest Bluebird photoplay featuring Edith Roberts, while a girl looks on unafraid. She has the paper hidden in a place where no man would dare look for it. The picture will come to the ..... on .....

Lew Cody, one of the most talented actors on the screen, has been selected to play the leading man's role in support of Edith Roberts in the absorbing Bluebird story, "Beans," which comes to the ..... on ..... Cody was substituted for William E. Lawrence who became ill.

BULLET

Serial De Luxe Beautiful Hansen Mulhall by a Star Cast

Director Ben Wilson and his Talented Cast.

The
Serial Beautiful
—in story
—in settings
—in heroine
—in de luxe locations
BOOK IT TODAY

To Advertising Managers Of First Run Houses:

(AN ADVERTISEMENT SUGGESTED BY WM. A. JOHNSTON, OF MOTION PICTURE NEWS.)

YOU—the Advertising Managers of the first run houses—have complained that picture producers do not furnish you with the right sort of press matter.

You have said that all, or most, of the stuff sent out in the form of ready-made publicity or advertising matter is amateurishly stereotyped, absurd and bombastic. You have asserted that it did not give you enough information on which to base your own ads.

Possibly you do not know (Mr. Johnston of the News did not know until this week) that for several months the Universal Company has been distributing exactly the sort of matter you have been asking for. Mr. Johnston was somewhat amazed to learn that at least one producing company is "doing it in the right way—the way the exhibitors want it done."

Note this!

In advance of every picture released—whether it's a Universal Special Attraction, a Jewel, a Bluebird, or a picture distributed without any special brand name, the Universal has been furnishing the following matter to every exhibitor asking for it:

FIRST—A list of facts, without adjectives, giving the name of the star, the star's previous picture successes, the name of the director, the name of the scenario writer, the supporting cast, the locale and the time. No adjectives.

SECOND—A thumb-nail theme, telling the plot of the story in not more than ten lines of typewriting. No adjectives.

THIRD—The advertising punches. This is a list of the high spots in the picture, merely suggesting the various things that your advertisements can be hung on.

FOURTH—Suggestions for display lines. Under this heading we suggest from five to ten different display lines for ads or publicity matter. You may like some of them, or all of them, or none. They are intended as labor savers.

FIFTH—A herald synopsis. This is slightly longer than the thumb-nail theme mentioned above. It will do on your herald or your program, if you like. No adjectives.

SIXTH—An advertising synopsis. This is a little more in detail than the herald synopsis. No adjectives.

SEVENTH—Two or three advance notices which you may or may not like. If you like them, much trouble is spared you. If not, you can still write your own. They are boiled down, with the necessary blanks in which you can fill your theatre's name.

And now note this!

This matter has been painstakingly prepared by the ablest man we can get hold of; he is under instructions to forget he is working for us, and to act as *your* advertising man, *not* ours; he's supposed to tell you just what your own preview of the picture would tell you—and, furthermore, he doesn't work from a mere synopsis of the picture here in New York, but only from the finished picture and at our West Coast Studios.

All of this is in addition to the great volumes of press and advertising matter that we publish every week in "The Moving Picture Weekly" and the various trade papers. It is prepared by the best men we have been able to engage after years of experimenting.

We do not want to send this to you unless you care enough about it to ask for it. In such case we will send it to you without charge. You now receive so much matter that you probably throw most of it away without reading it. We don't want to have this happen to the matter described above.

WHAT WILL YOU DO ABOUT IT?

If you want this new kind of service tell the nearest Universal, Bluebird or Jewel exchange that you want to be put on the mailing list for our weekly "FACTS WITHOUT ADJECTIVES." The exchange man will forward your request to us and we will do the rest.

If this service isn't what you want; if there are any flaws in it, then surely, judging from your complaints, it's important enough for you to write us and tell us what's wrong.

Will you?

UNIVERSAL FILM MANUFACTURING COMPANY

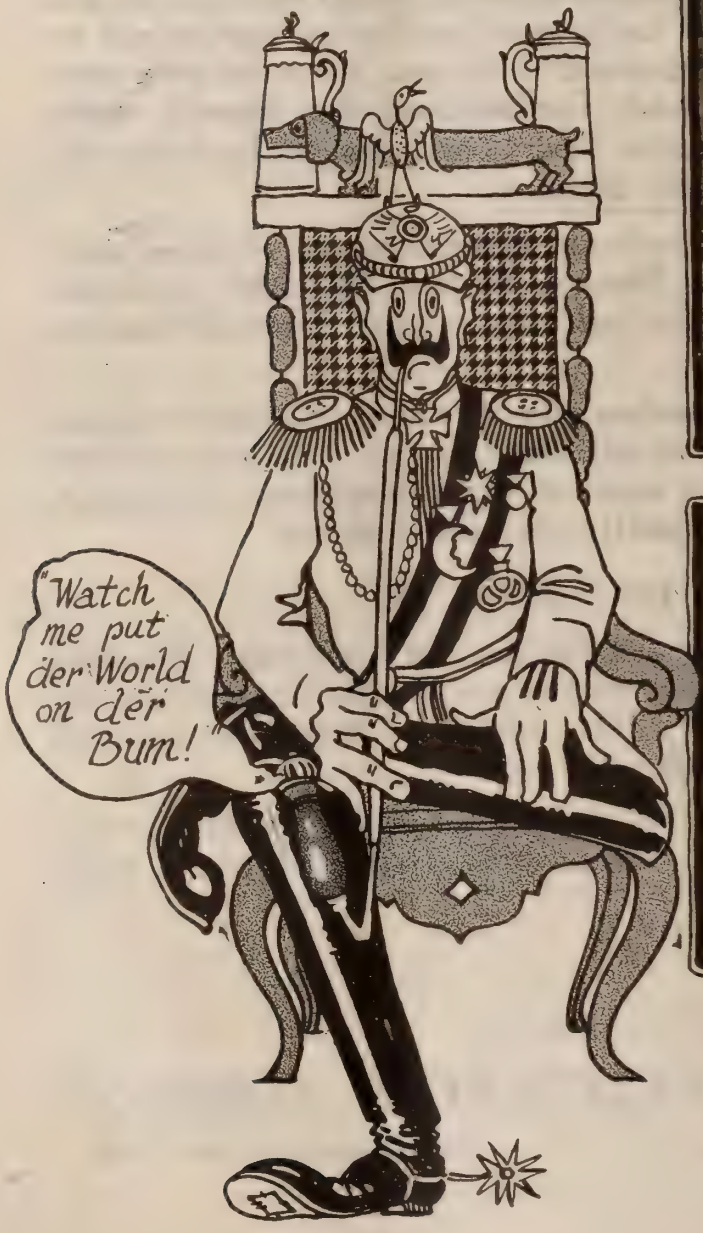
CARL LAEMMLE, President 1600 Broadway, New York

"Largest Film Manufacturing Concern in the Universe"

"If the Kaiser could see it, he

"THE GEEZER

A Travesty c



JEWEL P

Executive Offices

d die of apoplexy" N.Y. Evening Post

OF BERLIN"

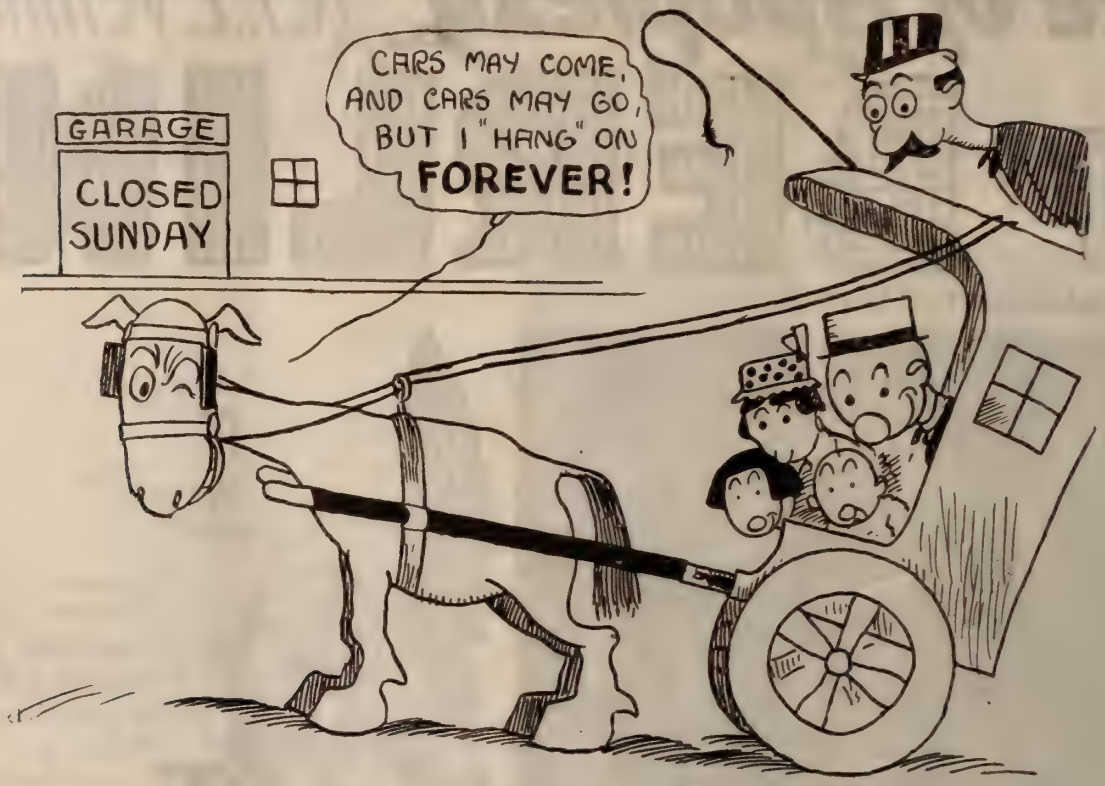
The Kaiser-the Beast of Berlin"

DUCTIONS

RATED

Broadway. New York City

Coming Back Into His Own

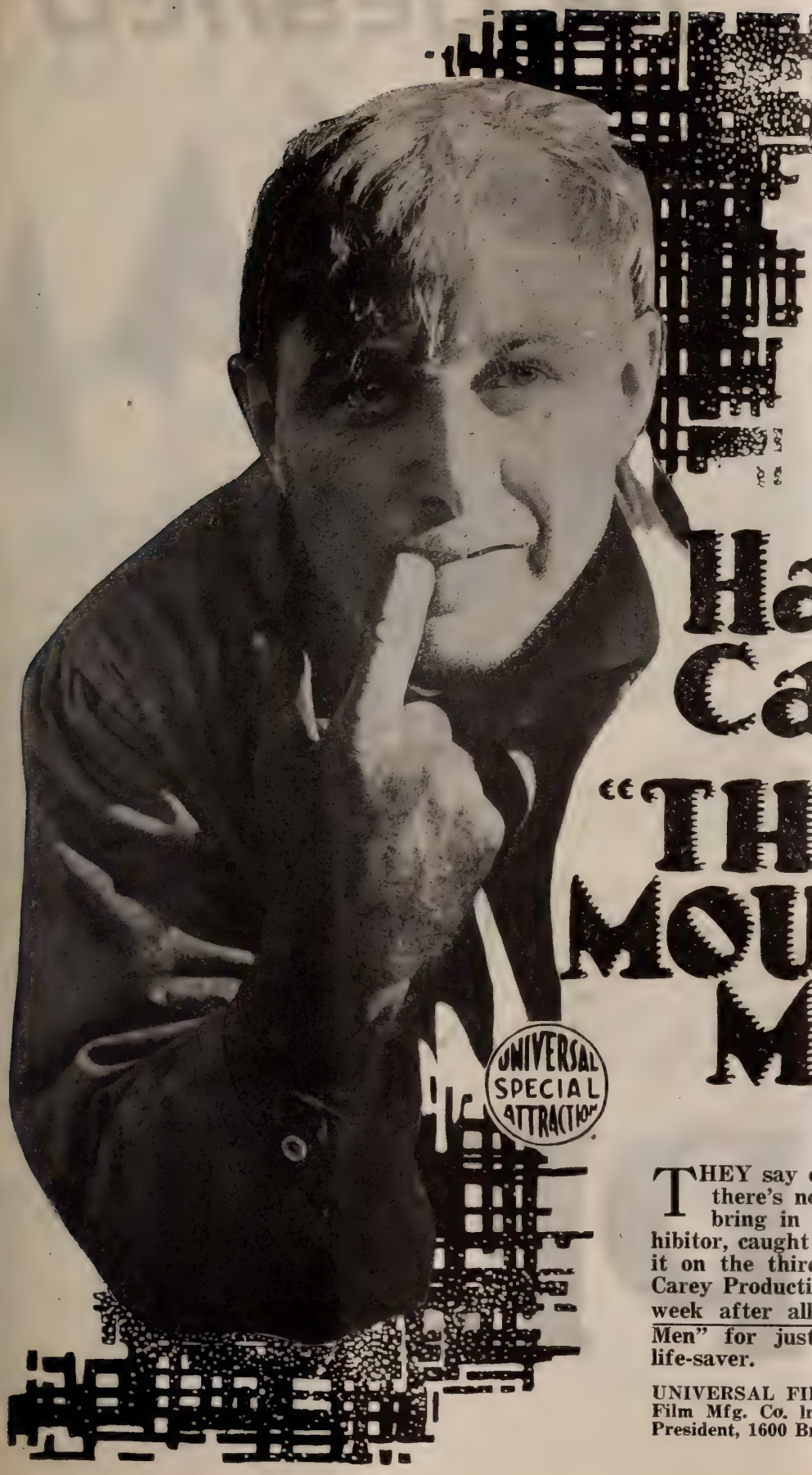


SCENE FROM LATE UNIVERSAL CURRENT EVENTS.

MUSIC CUE SHEET BY JAMES C. BRADFORD FOR "THE BRAZEN BEAUTY"

No.	Min.		(T) Title or (D) Description.	Tempo	Selection.
				REEL I.	
1	1½		At Screening	4-4 Moderato	Indianola—Onivas (Novelty Fox Trot)
2	2½	T.	I Said I Wanted	2-4 Moderato	Down South—Myddleton (Darky Music)
3	1¼	T.	My Dad Knew	2-4 Allegro	Hurry No. 2—Langey
4	1¼	T.	I Want a Palace	6-8 Tempo di Marcia	The Hobbledhoy—Olson (Characteristic)
5	2	T.	At Hotel Rex	3-4 Tempo di Valse	Charming—Joyce
				REEL II.	
6	3	T.	Frederick Reid	2-4 Allegretto	Air De Ballet—Borch
7	2½	D.	Jacala Leaves Elevator	3-4 Allegro	Serenade—Arensky
8	3	T.	Jacala's First Day	4-4 Moderato	'N' Everything—Jolson (Fox Trot)
9	2¼	D.	Jacala Sits On Sofa	4-4 Andante Sostenuto	Meditation—Glazounow
				REEL III.	
10	3	T.	Planning Her Social Career	2-4 Allegretto	Pizzicato Caprice—Reisenfeld
11	1½	T.	Show Them To Verenda	3-4 Tempo di Valse	Smiles and Kisses—Vecsey
12	1¼	T.	Aboard Kenneth Hyde's Yacht	2-4 Allegro	Eve—Crawford (One Step)
13	1	T.	Society Did Not Satisfy	2-4 Allegro	Intermezzo—Arensky
14	1½	D.	Storm Clouds Appear	2-4 Galop	Allegro No. 1—Langey
15	1½	D.	Hyde Jumps Into Water	4-4 Allegro Furioso	Furioso No. 2—Langey (Storm)
				REEL IV.	
16	2½	T.	May I Call?	4-4 Moderato	* Rainbow Girl—Hirsch (Theme)
17	1½	T.	Playing the Game	2-4 Allegro	Polo Rag—Romberg
18	2¼	T.	I Hope You Have	3-4 Tempo di Valse	* Rainbow Girl—Hirsch (Theme)
19	1¾	T.	Struggling Between	4-4 Moderato	Soboriety—Caruso
				REEL V.	
20	2¼	T.	Fearing	2-4 Allegretto	Serenade Badine—Gabriel Marie
21	1¼	T.	The Week End	4-4 Allegretto	Midsummer—McQuarrie
22	1½	T.	My Dear	2-4 Allegro	Oh, You Sweetie—Romberg (One Step)
23	1½	T.	She Left Me	4-4 Moderato	* Rainbow Girl—Hirsch (Theme)
24	1¾	T.	I Don't Think	3-4 Tempo di Valse	Forget Me Not—McKee
25	1½	T.	I Have Always	4-4 Moderato	* Rainbow Girl—Hirsch (Theme)
26	1	D.	Hostess Finds Jacala In Hyde's Room	3-4 Agitato	Appassionato No. 40—Borch
27	1½	T.	Jacala, You Are Magnificent	4-4 Moderato	* Rainbow Girl—Hirsch (Theme)

* Repeated Selection.



– in love
– in jail
– in bad
– but soon to break loose and even up the score

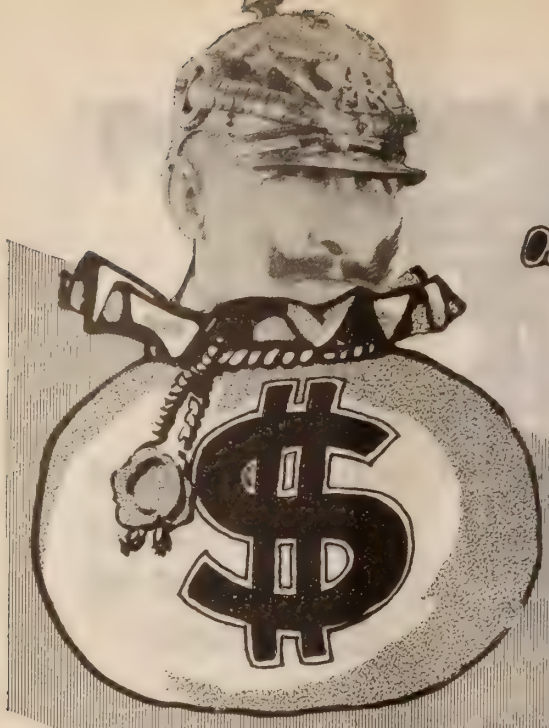
Harry Carey in "THREE MOUNTED MEN"

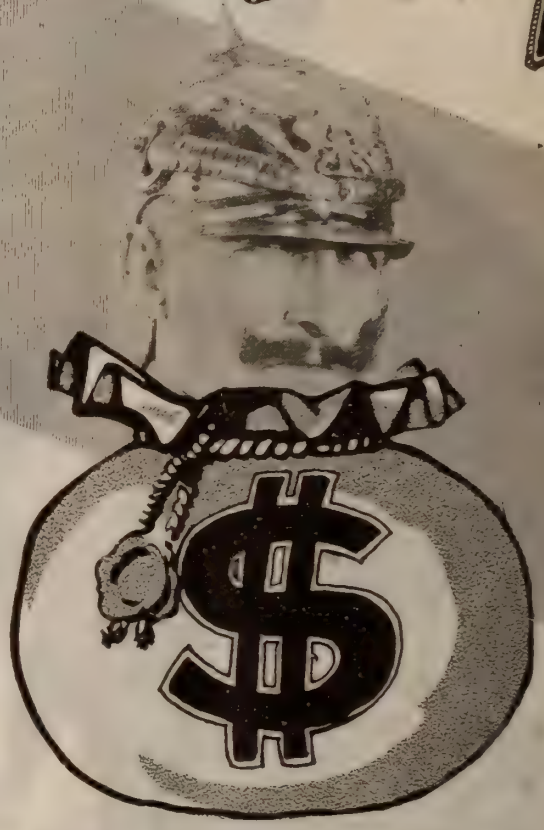
THEY say out West—and truly—that there's nobody like Harry Carey to bring in the money. Many an exhibitor, caught with a flivver, has ditched it on the third day, rushed in a Harry Carey Production—and cleaned up on the week after all! Book "Three Mounted Men" for just exactly this kind of a life-saver.

UNIVERSAL FILM MFG. COMPANY, Largest Film Mfg. Co. In the Universe, Carl Laemmle, President, 1600 Broadway, New York.

He cleaned

"The KAI





TO every man who repeats "The KAISER, the Beast of Berlin," we say—"Good job! Do it again! And to every man who is still undecided, we say—"There never has been any picture in the history of the business that netted as much on repeat as "The KAISER."

Repeat—repeat—once—twice—three times! You've already paid for 90% of your advertising—simply put up your stickers and a big announcement of return, and then sit back and take in your money. Don't delay over this. If another man cleaned up three times in three months, you can do exactly the same. And if you haven't shown "The KAISER" yet, get your return date sure when you book.

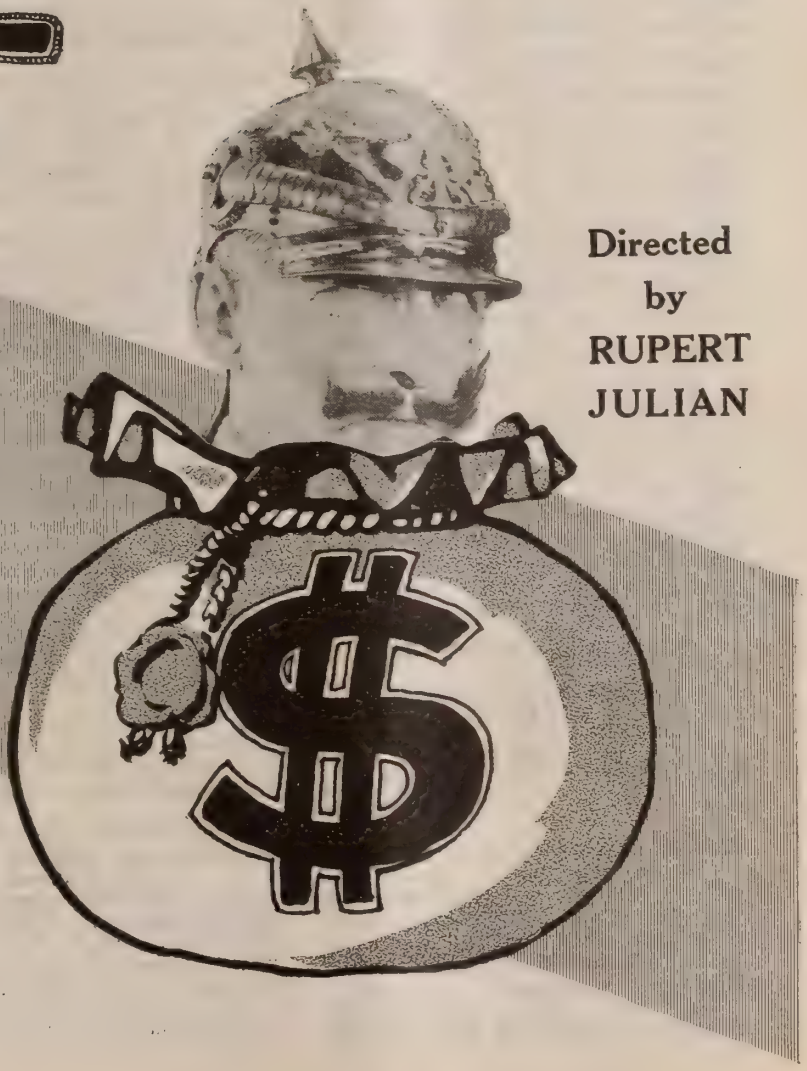
REPEAT

up Three Times in Three Months

In Monessen, Pa. the Star Theatre has shown "The Kaiser" three times in the past three months and cleaned up every time.

SER-

the Beast of Berlin"



Directed by RUPERT JULIAN

JEWEL Productions INC
1600 Broadway, New York City

IT!

"THE BRASS BULLET" TWO REELS.

Episode No. 7.—"The Depth Bomb."

CAST.

Rosalind Joy	Juanita Hansen
Jack James	Jack Mulhall
Spring Gilbert	Joe Girard
Victor King	Ashton Dearholt

ON the yacht where Rosalind has been carried, Victor King is forcing his attentions upon her. Jack James, accompanied by Dr. Canfield, arrives furiosuly. King blows a whistle to summon sailors to his aid. Several sailors rush out and attack James.

On the shore, the man who has impersonated a minister and illegally married Rosalind and King, urges Gilbert to pay him a great sum of money for silence. Gilbert prepares to do so.

Harry, the mysterious aviator, flies above the yacht and prepares to drop a bomb. Inside the yacht, a lamp is smoking near a gasoline tank. The sailors see the danger and abandon the yacht. King also dives for safety, and James and Rosalind are left alone on the empty yacht. Harry drops a bomb and the yacht blows up.

James and Rosalind are not killed, however. After clinging to a piece of wreckage, they arrive at last at the beach. Dr. Canfield is also seen—burdened down with many life-preservers. King and Gilbert realize that Rosalind, James and Canfield have escaped. They notify the sheriff and King captures Rosalind again.

James is accosted by the minister and told the marriage was a fake. He says that for money he will reveal all, and will aid James in his attempt to gain the girl and the fortune. James starts back to inform the girl. He sees Rosalind being carried off to sea in a motor boat with King at the wheel. James runs along the water edge, shouting wildly, but Rosalind cannot hear him. The sheriff and his men have by this time almost reached him. Gilbert comes around a rock near James, and levels a revolver at him. He is about to fire——

"NEARLY A CHAPERONE."

Lyons Moran Star Comedy. Two Reels.

CAST.

Eddie	Eddie Lyons
Lee	Lee Moran

EDDIE and Lee are sticklers for the theory that women were made only to fall for, and when they get their first glimpse of Lillian at a co-ed school, the world begins all over. Lee beats Eddie to a kiss from Lillian and Eddie vows vengeance.

Lee's dad invites him and his friends to a week-end party but the professor of the school insists on a chaperone. Miss Cecil, the original last rose of summer, is selected, to the chagrin of both boys and girls. The chaperone is jammed away to slumberland through the medium of a doctored drink, however, and the boys and girls go to Lee's father's home. Eddie makes up as a chaperone.

One lamp at the new "chaperone" and dad wants to give away the Standard Oil Company. The girls rather like "her" and a rather embarrassing situation is created when Lillian ,put out of her bedroom by the other girls, asks to sleep with the "chaperone." She is found in the room with Eddie, the "chaperone," by both Lee and his father.

Lee starts to "clean up" Eddie and abuse the girl. Dade resents Lee's attack on the "chaperone," whom he has grown very fond of, and sails into the scrap. Lillian sails into Dad for attacking Lee, and when the fracas ends the room virtually has been torn to pieces. Then Lee and Lillian kiss and make up and the world goes on again.

ANIMATED WEEKLY, No. 39.

Pershing's Veterans Star Guests At Great Police Carnival.—Invalided home from France, heroes of the Yankee Armies of Freedom are greeted by more than 150,000 spectators at annual police games.—*Sheepshead Bay, N. Y.*

Prince of Connaught Reviews Canadian Fighters.—Returning to England from a special mission to Japan, Prince Arthur inspects troops at Rockcliffe Camp and visits hospital for convalescent soldiers.—*Ottawa, Canada.*

World Famous Cartoonist Aid Liberty Loan.—Leaders in field of pen and ink artists give their services to Uncle Sam and prepare pictures to help in his fourth great Liberty Bond Drive.—*New York City.*

Sentinels of the Skies Guard Washington from Air Attack.—Remarkable pictures made by Universal cameraman in a flight over the National Capital with one of Uncle Sam's patrol that is ever watchful to protect the nerve center of our war activities from a possible Hun raid.—*Washington, D. C.*

Oh, Boy! It Was Some Melon Feast!—Y. M. C. A. distributes big juicy ones of the water variety to soldiers and sailors.—*San Francisco, Cal.*

Foreign Minister of Uruguay Guest of Nation.—Dr. Baltasar Brun and mission of distinguished officials of the South American republic are received by Secretary of State Lansing.—*Washington, D. C.*

Home "Shock Troops" Help Defeat Kaiserism!—Thousands of volunteers march to the fields where they shock grain and then turn their pay over to the American Red Cross.—*Fargo, N. D.*

Official U. S. Red Cross Film.

Army Aviators Whip Naval Fliers In Hot Contest.—American birdmen clash in fifirst baseball game ever held in the Eternal City.—*Rome, Italy.* (Pictures made by staff photographers of the American Red Cross).

American Red Cross Aids Italy's War Babies.—Exclusive pictures of the "Nest" maintained in Rome by Mme. Orlando, wife of the Italian Premier, which is receiving the support of the great Yankee organization of mercy.

Red Cross Ready for Big Offensive.—Inspection of the Transportation Department by officers of the Army Medical Corps proves all is in readiness for any calls that may be made on the organizzation.—*Paris, France.*

The Red Cross Needs nurses.—Young women can help by applying to hospitals for entry as student nurses. Graduate nurses enlist with the American Red Cross.

....Cartoons by Hy. Mayer, World Famous Caricaturist.

SYNOPSES OF NESTOR, L-KO, LYONS-MORAN STAR COMEDY, WESTERN DRAMA.

SCREEN MAGAZINE NO. 89

THE training of Y. M. C. A. secretaries for service overseas, as shown in Screen Magazine No. 87, virtually is a university education, with all the athletics and other recreational activities thrown in. The training college at Lake Massasoit, Mass., is equipped with everything necessary to make secretaries fit for the hardest kind of work. The picture shows the course of instruction, the issuance of uniforms and finally the departure for abroad. Thouands of acres in southern California are cultivated annually to supply millions of cantaloupes to Eastern tables. In Screen Magazine No. 87 the work of harvesting and crating this luscious fruit has been reproduced in a series of intereting scenes. One of the most interesting subjects of the magazine this week shows soldiers sightseeing in New York. The start from Washington Square, visits to important places and humorous incidents of the trip have been filmed. Another feature of the magazine has been provided by Willie Hopkins, the noted sculptor, in "Miracles in Mud." His subject for this issue is "Darwin Was Right."

"BRASS BULLET," SCREEN MAGAZINE, CURRENT EVENTS AND ANIMATED WEEKLY.

"THE HUMAN TIGER."

Two Reel Drama.

CAST.

Darrow	Fred Church
Laura	Eileen Sedgwick
Dr. Harmon Frane	Frank Lanning
Prevost	Dick La Reno
Somba	Noble Johnson

THROUGH the influence of Henry Prevost, curator of the museum, Wade Darrow, fiance of Prevost's daughter, Laura, is given the leadership of a research expedition about to leave for Africa. Dr. Harmon Frane, who is in constant attendance on Prevost, also is in love with Laura. He overhears the couple plan to be married secretly. Harmon determines to go on the trip and approaches his friend who is financing the expedition. The name of Dr. Frane is then proposed as physician for the expedition. Prevost vigorously opposes this.

After a heated argument, Harmon departs. Outside, he sees Somba, an African servant, pleading with Darrow to take him with him—back to his people. Darrow explains that Prevost would never give his consent to this arrangement. Harmon calls Somba aside, persuades him to poison Prevost, telling him that he will then be free to return to his people. Somba consents and that night administers the poison in a drink.

Three months later in the depths of the African jungle, Harmon has accompanied the expedition. Darrow, absorbed in his work, neglects Laura while Harmon finds an opportunity to be more attentive. Somba notices Harmon's attention and when he comes up on him unawares, Harmon strikes him with his whip. Later, Harmon is instrumental in having Somba dismissed.

Harmon and Laura are left alone at the camp while Darrow and the rest of the party are visiting one of the lion traps. Somba, bent on revenge, returns to the camp. He sees Harmon holding Laura in his arms and draws his knife to kill him. Then a better idea suggests itself to him and he crosses to the cage where a lion, recently captured, is being kept.

The lion jumps on Harmon and kills him. Somba follows after and kills the lion. Then dragging the body of Harmon and the lion to the camp, he lays them near the door—leaving his rifle with Harmon—then he departs to join his tribe.

Darrow returns and believes that Harmon died in an effort to protect Laura and there is no one to tell him otherwise.

"A PULL MAN BLUNDER."

Two-Reel L-KO Komedy.

(Copyright, 1918, by L-KO Motion Picture Kompany.)

LEAPING LEOPOLD had been warned against Bevo but persists in indulging until Doctor Gloom warns him he will soon be seeing things. However, this isn't any reason why a bill board and an ill wind should blow the same onto Leopold's wall. It does, however, and Leopold then knows he is a Bevo hound.

Even granting this, was that any reason why Leopold should shake a wicked eye at a nice young bride whose husband was a wild, wild man? Certainly not, but Leo just can't help it and his wife hires a detective with a bright past to sleuth. This is unsuccessful, however, as another detective with a shady future has to watch the first, and between them, all they catch is a bad cold.

Leo doesn't even catch a cold, but his wife catches him and he in turn catches the train. The wild, wild husband also catches the train and so does the detective and so does the bride and so do some disagreeable gentlemen with nasty tempers who drink Bevo. This might have been all right but they all meet just when and where they should not and the results are not exactly polite.

"PAT TURNS DETECIVE."

One-Reel Nestor Comedy Featuring Pat Rooney.

PAT has been hit hard by the little old love bug and tramples down all the grass in the neighborhood of the abode of his dream girl. She spurns him but Pat's ardor does not die. He resolves to do something to win her.

Although only a messenger boy Pat turns detective to run down a "gang of desperate criminals." He follows them about on a bicycle, making notes of their movements. He is angered by the attention paid his dream girl by one of the "fiends" and determines to "land that gazook behind prison bars."

He overhears a "plot" of some kind, in which "some foul deed is to be committed at a bathing pool." With vengeance in his heart he follows the "villians."

Just as Pat reaches a point in his activities where he thinks he "has the goods" on the "crooks," he is discovered and thrown into the pool, then kicked and punched until he hardly can stand. Misery is added to his suffering when he discovers that the girl and one of the "gang" are husband and wife.

CURRENT EVENTS, No. 69.

Millionaires In Training Camp Learn Art of Chasing the Hun.—Camp Steever instructs middle-aged business men in modern warfare.—*Lake Geneva, Wis.*

"Defenders Club" For Nephews of Uncle Sam Built In a Day.—Labor organizations contribute without charge time of 300 carpenters and $3,000 worth of lumber in erecting home for soldiers and sailors.—*Oakland, Cal.*

Thousands Honor Memory of Chicago's Police Chief.—Herman F. Schuettler, the "greatest policeman," is laid to rest after impressive service.—*Chicago, Ill.*

Show Heels To Mermaids In Rough Water Swim.—Miss Esther Myron wins Annual Amateur contest for women in Charles River Basin.—*Boston, Mass.*

"Tanks of Peace" Lead Yankee Army of the Soil.—Demonstration of farm machinery proves that one man, twenty gallons of kerosene and a modern tractor can do the work of five men and fifteen horses.—*Denver, Colo.*

Help To Lick the Kaiser By Licking War Stamps!—To boost sale of W. S. S. commercial houses establish roulette wheels at which chances are sold for $2.00 each, the winner taking a prize of $40 worth of War Savings Stamps.—*New York City.*

Huge Siren Calls Capital To Prayer For Boys "Over There."—Unveil mechanical reminder which is sounded at noon daily when every one pauses for a minute of appeal to his Maker for victory in the war.—*Washington, D. C.*

Our Heroes of Yesterday and Today!—While the gray-haired boys who fought the bloody battles of the Civil War march at their annual encampment, Pershing's stalwart youths in khaki are hailed by cheering throngs in France.

Official U. S. War Film.—Remarkable historic pictures made on the battle front in France by United States Army Photographers, frequently while under fire, and released through the Committee on Public Information.—*With the American Armies In the Field.*

America's "Ace of Aces" Laid To Rest On French Soil.—Aviation Corps pays its last respects to Major Raoul Lufbery, who leaped to his death from his burning battle plane when it was fired by an armored Hun "Dreadnought of the air."

Hail To Our Old Friend! (Cartoon)—Uncle Sam's request that automobilists put up their pleasure cars on Sundays in order to save gasoline, has brought many of us to this——

JEW

Mildred Harris in "The DOCTOR and the WOMAN"

Twelve months of for You and for the word "Jewel able name in picture

Elaine Hammerstein "The CO-RESPONDENT"

Dorothy Phillips "PAY ME"

See and Book thru your nearest Jewel Exchange

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"THE MAN WITHOUT A COUNTRY"

Herbert Rawlinson in "COME THROUGH"

Louise Lovely - Carmel Myers in "SIRENS OF THE SEA."

Home Office JEWEL PRODUCTIONS INC 1600 Broadway N.Y.

LIONEL C. REID

SCENES FROM ANIMATED WEEKLY No. 39.

Pershing's Veterans—the Boys Who Licked the Huns, Parade At Police Games At Sheepshead Bay.

More Shock Troops! Girls Shock Grain and Turn Pay Over To American Red Cross.

Secretary of State Lansing Welcomes Dr. Baltasar Brun and Distinguished Men of Uruguay.

Here's a German Helmet. The Boy Would Have Brought the Hun's Scalp, Too, But It Was To Hard To Cut Off.

American Soldiers "Go To It" When the Y. M. C. A. Furnishes Several Carloads of Watermelons.

Famous Cartoonist Who Will Aid the Liberty Loan. Clare Briggs Had a Red Nose and Tried To Hide It.

A Revised Version of

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Sensational "SCANDAL" Production

One of the most talked about Photo Dramas ever screened

Book thru your local BLUEBIRD Exchange, – or
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Mary MacLaren

The American Beauty of the Screen

"BREAD"

The Story of a Hungry Soul

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Universal Film Mfg Co.

1600 Broadway New York

Carl Laemmle....Pres.

HARRY CAREY in the

UNIVERSAL SPECIAL ATTRACTION

"A WOMAN'S FOOL"

"They say Cheyenne Harry's wife just skipped out with another feller!"

Book thru nearest Universal Exchange or UNIVERSAL FILM MFG. Co. 1600 Broadway, N.Y. CARL LAEMMLE, PRES.

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who will bring Happiness to Millions this Year—

Happiness--that's All!

Others may make sad, sad tales of unhappiness, of crime, of sex problems, of many questionable things popularly thought to be "gripping"—but not Bluebird!

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Others may make pictures that for a time are good—but not Bluebird!

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And that's all that any group of plays can do.

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"He read in her eyes the offer of her heart and soul to him, but still he doubted." Scene from "A Woman's Fool," with Harry Carey.

The Distinguished Character Actor

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in his greatest Western Photodramatic Success

"The Long Chance"

Pronounced by Critics, Trade Press, Newspapers and Exhibitors the finest Portrayal of any early Western Character ever seen on the Screen

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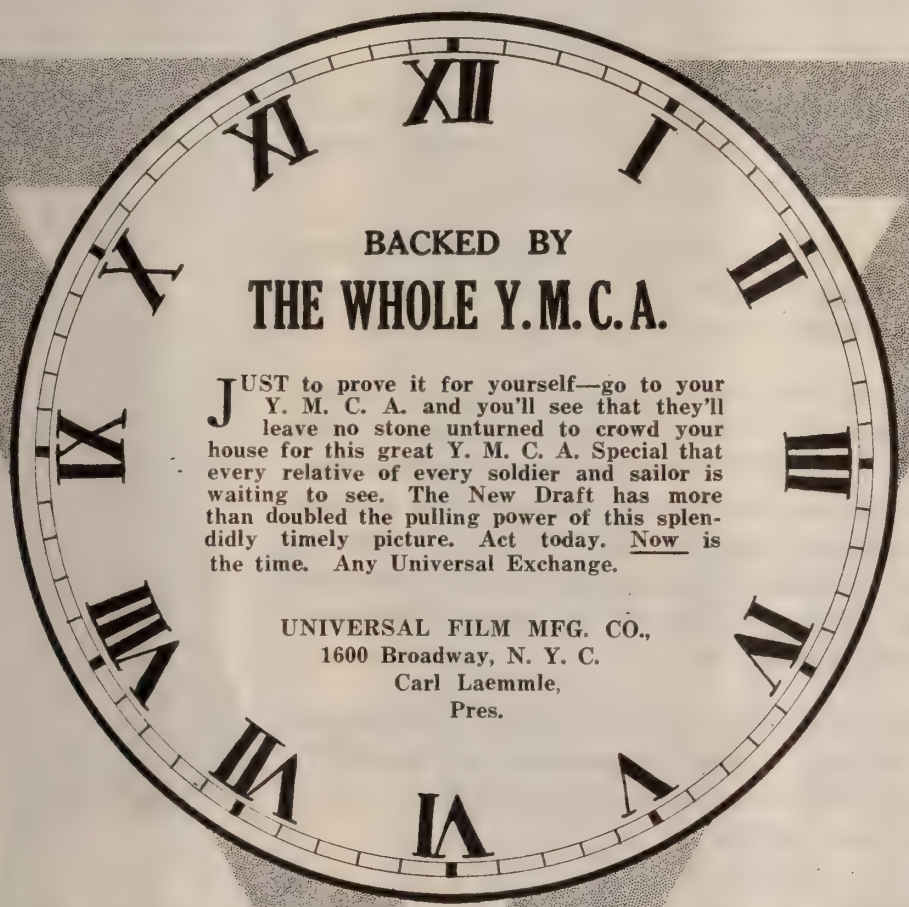

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JUST to prove it for yourself—go to your Y. M. C. A. and you'll see that they'll leave no stone unturned to crowd your house for this great Y. M. C. A. Special that every relative of every soldier and sailor is waiting to see. The New Draft has more than doubled the pulling power of this splendidly timely picture. Act today. Now is the time. Any Universal Exchange.

UNIVERSAL FILM MFG. CO.,
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Carl Laemmle,
Pres.

"AROUND THE CLOCK WITH THE ROOKIE"

One moment please!

"Can a woman's 'small, still voice' be heard amid the tumult and the shouting of scores of producers trying to sell you their productions thru megaphones?

"I'm not an advertising writer and I save my breath for my work, but I can't help saying something about UNIVERSAL SPECIAL ATTRACTIONS.

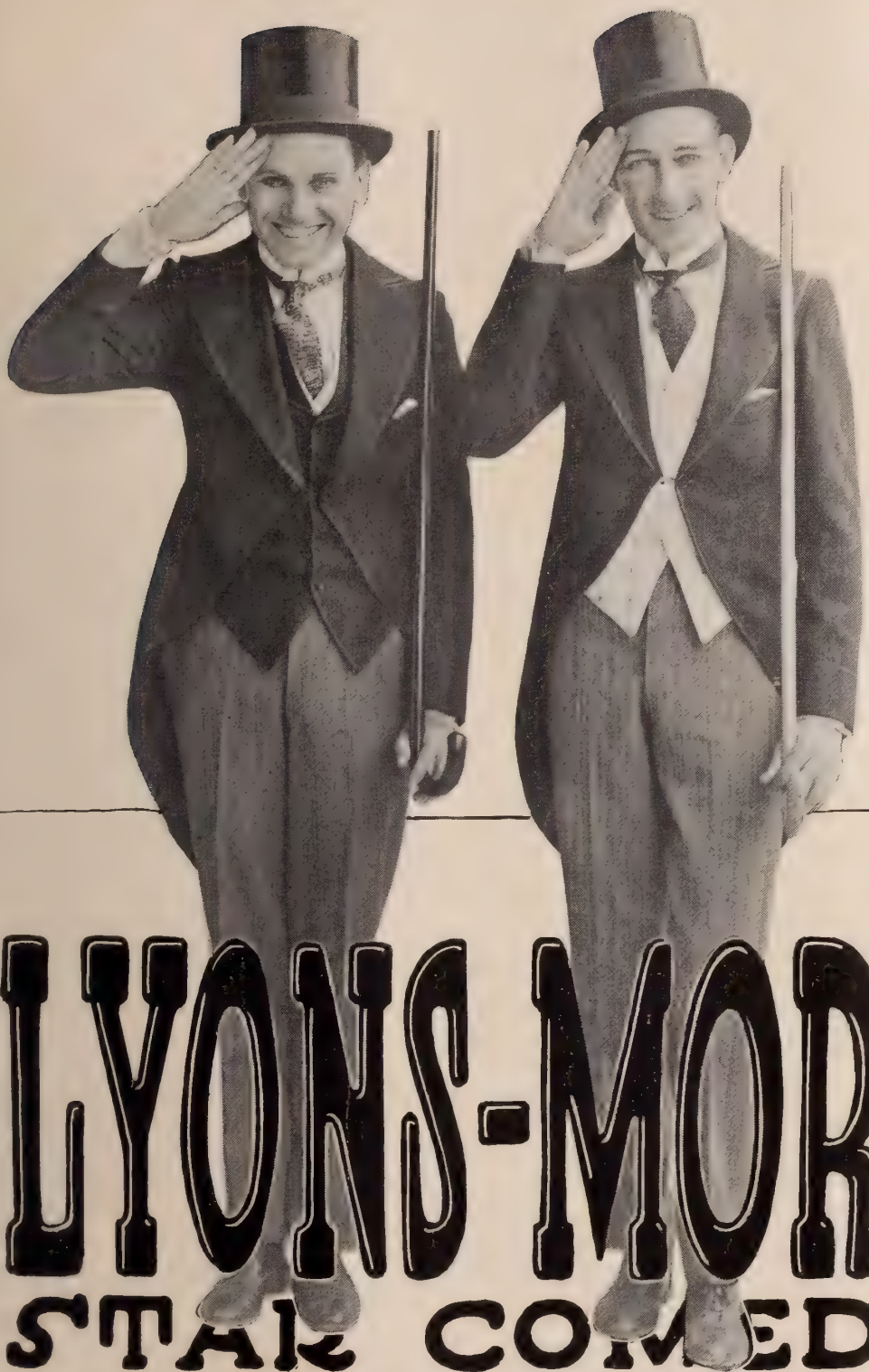
"I want to give you my sincere assurance that I've never seen bigger efforts or more talented efforts go into any group of productions since I've been on the Screen.

"Have you seen, for instance, the perfectly marvelous double-photography in my own production, 'THE TWO-SOUL WOMAN'? Not long ago a business man picture-goer told me that the end-smash of this picture, where I am passing back and forth between two personalities of the tortured woman, gripped him so intensely that another minute or two of this scene could have easily sent him into a faint!

"I like 'THE TWO-SOULED WOMAN'. I like the remarkably 'different' Gelett Burgess story on which it's built and the sets are the acme of the beautiful. Every woman you know will like it, too."

Book it and see!

Sincerely,
Priscilla Dean



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AS BRIGHT AS THE SHINING DOLLARS THEY COIN

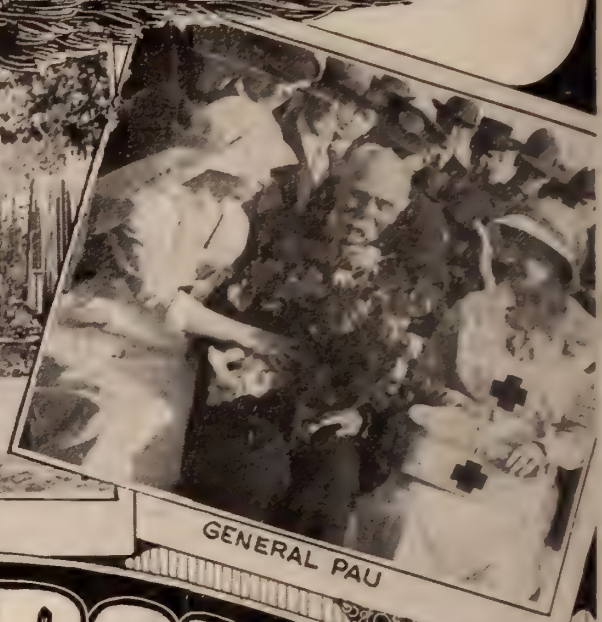
THEIR LATEST RELEASE IS "HEARTS OF LET-US"

Universal Film Mfg. Co.—Carl Laemmle Pres.—1600 Broadway, N.Y. City

Day to Day with the Doughboys and Every Week FIRST on the Screen

READY FOR A COUNTER ATTACK

SNUG QUARTERS IN FRANCE



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Animated Weekly and Current Events

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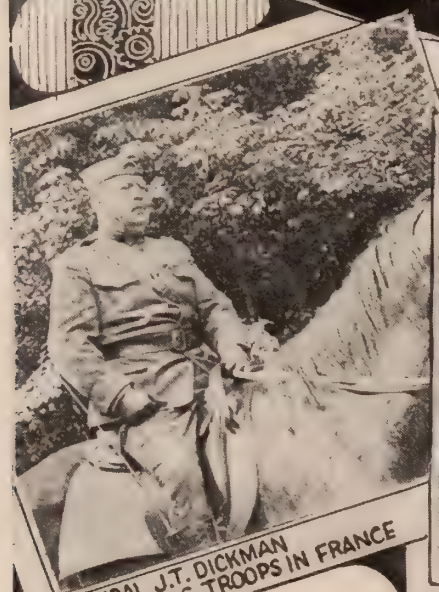

GENERAL J.T. DICKMAN REVIEWING TROOPS IN FRANCE

GETTING READY JUST BEFORE CHATEAU THIERRY

HARRY PHILLIPS and THOMAS J. FINK RECEIVING WAR CROSS

If you want exclusive pictures of the biggest things our boys are doing see your nearest Universal Exchange

Motion Picture Weekly

Vol. 7 No. 6

Priscilla Dean in "The BRAZEN BEAUTY"

BLUEBIRD PHOTOPLAY

September 28th 1918

Price 10 cents

DID you see dainty CARMEL MYERS in her greatest success, "MY UNMARRIED WIFE?" or did you see her in "THE GIRL IN THE DARK"—"THE WINE GIRL"—"THE MARRIAGE LIE"—"A BROADWAY SCANDAL" or "THE DREAM LADY?" Then you'll surely want to see——

Bewitching Carmel Myers in

"A SOCIETY SENSATION!"

San Francisco Society received a shock when Mrs. J. P. Jones opened her palatial home to a little waif whom she believed to be a Duchess, but investigation revealed——— Really we can't tell you the story. That would spoil everything. But you can see what happened, and in knowing the facts and the outcome you will have witnessed one of the most entertaining photoplays of the season. Bring the whole family.

(Your Theatre Name Here)

T. C. Cut No. 37—Mat 20c.

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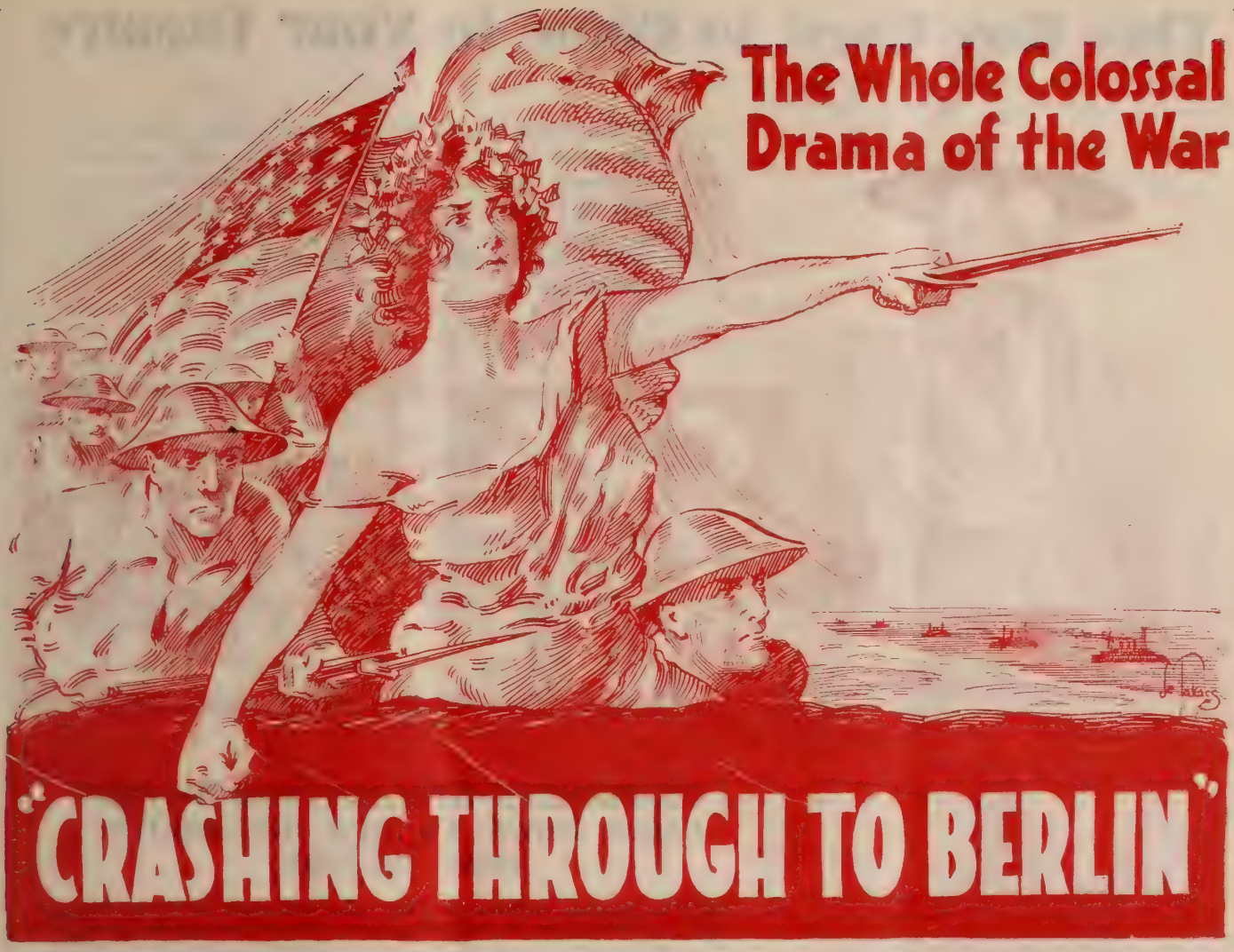
CARMEL MYERS

IN

"A Society Sensation"

You can get a mat of this ad on CARMEL MYERS in "A SOCIETY SENSATION" from your nearest Bluebird Exchange. Be sure to use this display ad before you show this picture. It is written to get business for you and it will do it. BLUEBIRD PHOTOPLAYS (Inc.), 1600 Broadway, New York.



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Don't Hesitate—Doubt—Wonder or Consider—Make Up Your Mind to Let Nothing Prevent You From Booking This Mightiest War Spectacle—the First and Only Complete and Comprehensive Record of Any War, Filmed From Authentic Sources—There Never Was Anything Like It, for It Lets You See with Your Own Eyes More Than Any Man or Group of Men Could See or Write or Tell of the Activities of an Entire World at War. Watch Your Mail for the Huge Advertising Folder of Newspaper Ads with These Smashing Illustrations, All Complete, Ready to Run.

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This Boy Used to Come to Your Theatre

This big American boy in his gas-mask comes from your town. He used to come to your theatre. His parents come there now, and you can bet they want to see him as he is today in France! They want to see everything that he does. Give them the stupendous War Picture that shows them their boy in every phase of his fight for freedom. Give them—

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A COMPREHENSIVE RECORD FROM THE FIRST CAUSE DOWN TO OUR DOUGHBOYS' FIRST VICTORY

THIS gigantic picture will show them how their boy lives, how he fights, how he is taken care of. They'll see him on a hike, with a heavy pack on his back, a dangerous glint in his eye, and a smile on his lips. They'll see him in a trench or rest camp; at play, and in a fight; the kind of country he's fighting in. They'll see him when the field kitchen comes up.

THIS IS A WAR OF MACHINERY

They'll see their boy handling the death-dealing machinery of war; the many engines of destruction—the big guns, the trench mortars, the deadly little automatic rifles and machine guns; the gas masks, the gas shells and a gas attack.

They'll see how his sailor brothers protect him with battleships, destroyers, depth bombs, mines, sub-chasers and patrol boats. These are a few of the fascinating incidents which, with actual records of the biggest events of the world's war, make up seven sensational reels of the first and only pictorial history of the gigantic conflict—"Crashing Through to Berlin."

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The New York Evening Sun said:

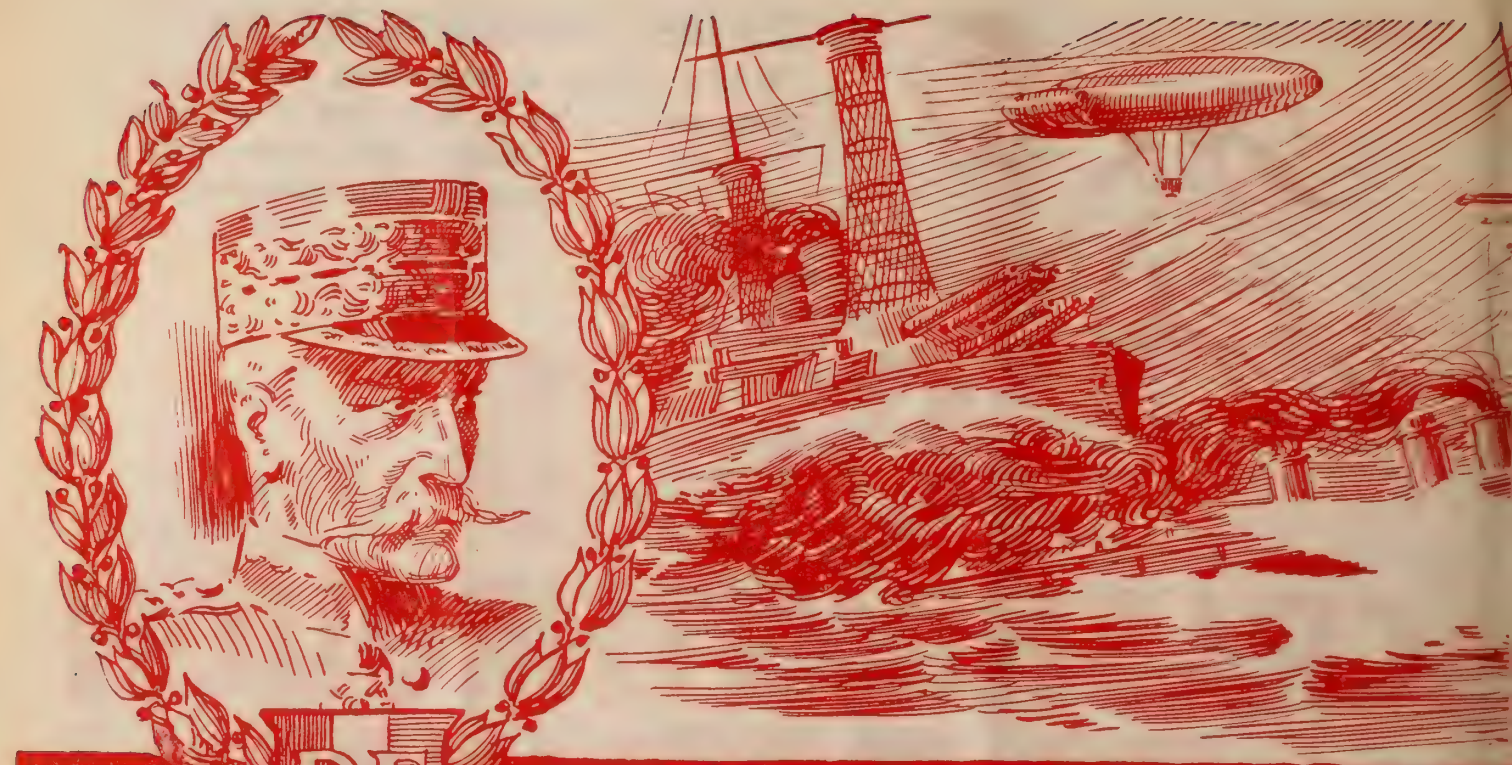
"It is a drama as absorbing to contemplate as its plot is big—and there was never a plot more striking or more complex."

CRASHING THROUGH TO BERLIN

THE WHOLE COLOSSAL DRAMA OF THE WAR

REAL—authentic—true. All the great events of four years of battle, packed with thrills and sensations. Bleeding Belgium in the hands of the Huns—France rising to meet the brutal invader—England training soldiers to reinforce her "contemptible little army"—then, fighting on all the big fronts. The Kaiser and the Crown Prince—what a German soldier looks like—Germany's plans for a New York Air Raid. All the subsequent big events—then America preparing here, training in France, marching up to the battles at Chateau Thierry and Cantigny. The whole grand, awesome picture. You can't possibly afford not to show it.

JEWEL Productions INC
1600 Broadway New York City



CRASHING THRO THE WHOLE COLOSSAL

A thousand cameras have recorded the war for you so that you can see it with your own eyes—History in the making—The first and only authentic pictorial history of the World War—The march of events of the four years' struggle, filmed on the spot as they transpired.

THESE all-inclusive seven reels of historic events of the War take you behind the scenes, and into the very heart of the mightiest conflict of armed forces the world has ever known. It shows you in authentic moving pictures every event of world importance from the Funeral of the Austrian Archduke Ferdinand to the American doughboys' heroic work in the hell-craters of the Western Front. You see—

GRIM Pictures of the Russian revolution and collapse; bleeding Belgium's gallant defence of her homes, her people and her National Honor. With your own eyes you see the mark of the beast on this—one of God's garden spots before the war. You see—

SUNNY France 'neath the clouds of German fiendishness; her unconquerable army, her brilliant leaders and her frenzied welcome to our

JEV Prod
1600 Broadway

***The New York Sun said:* "An Inspiring Cinema—an**

UGH TO BERLIN

DRAMA OF THE WAR

Yanks; brave Britain's mighty bulldog fleet and our gallant American Navy sweeping the sea for the jackals of the Hun. You see—

AMERICA'S preparation for war; her boys—your boys—in camp, at the front, under fire; their daily life; their gameness in the face of death; their quick mastery of the art of war. You see—

GERMANY'S Kaiser and the Crown Prince; her plans for a New York air raid; Bringing down a Zeppelin; battles above the clouds; Germans in retreat and thousands of German prisoners. You see—

ARTILLERY duels; the sinking of submarines, battles on land and sea; how the Lusitania was sunk, and scores and scores of interesting incidents to be seen with your own eyes.

Shown in a thousand details—this complete, connected, consecutive and comprehensive pictorial history of the war gives you the "seeing is believing" knowledge of the war hitherto possible only to the eye-witness. And no one man has ever seen all that you see in this gigantic spectacle.

VEIL
CTIONS INC
New York City

Index to Real Patriotism. Jammed the House to the Doors.'

ADS ALL IN CUT OR MAT FORM. YOU GET THESE TREMENDOUS

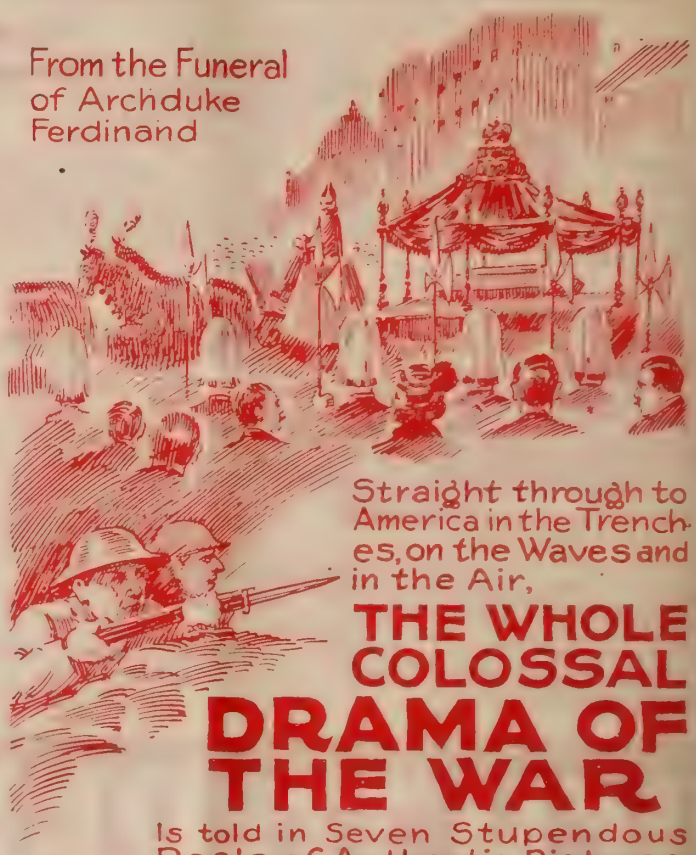
Filmed
Through Four Years
by a Thousand Cameras

CRASHING THROUGH TO BERLIN

THE WHOLE COLOSSAL DRAMA OF THE WAR

THE first and only authentic pictorial history of the World War. Every great incident of four years on all the big fighting fronts filmed exactly as it happened and here arranged consecutively to make one complete, stupendous picture.
See brave Belgium and sunny France under the invader's heel—see Britain's mighty navy and bulldog fighters—see America's preparations. Then see our beloved boys fighting on land, on the sea, in the air. See the whole titanic picture of the world conflict. See it NOW. It's all here.

YOUR THEATRE NAME,
PRICES, ETC., HERE



Straight through to America in the Trenches, on the Waves and in the Air,

THE WHOLE COLOSSAL DRAMA OF THE WAR

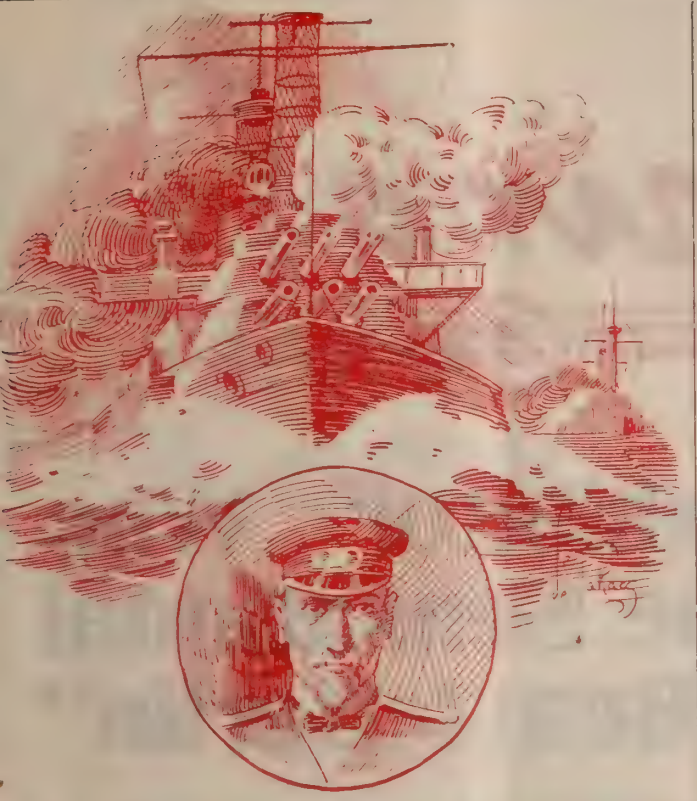
Is told in Seven Stupendous Reels of Authentic Pictures

CRASHING THROUGH TO BERLIN

SEE soldiers of every nation at war—all the great men—all the fighting fronts. See our boys on the march in France—see how they eat and sleep and fight. See our Navy cleared for action—see how Uncle Sam is pounding thru to glorious victory. See it SURE.

SEE the war with your own eyes—all of it—from the first blow struck, down to our boys' defiance of death on the bloody slopes of the Marne. War scenes on land, on the sea, in the air. Complete—consecutive—comprehensive—the one and only pictorial history of the war.

YOUR THEATRE NAME,
PRICES, ETC., HERE



CRASHING THROUGH TO BERLIN

The Mightiest Seven Reels of Thrilling Patriotic Education in War History Ever Filmed from Authentic Scenes

DON'T read about our sea fighters—SEE THEM! Se our Destroyer boys on the job—the battleships, cruisers, torpedo boats, sub-chasers, transports. Uncle Sam building his mighty Bridge of Boats. See how we drop depth bombs on the cowardly Hun—see all the glamour and glory of a sailer's life filmed from authentic scenes of its biggest aspects. See the whole colossal drama of the war. See it NOW. This chance may never come again.

YOUR THEATRE NAME,
PRICES, ETC., HERE.

The Mightiest Seven Reels of Thrilling Patriotic Panorama of World History Ever Filmed from Authentic Sources

CRASHING THROUGH TO BERLIN

The Whole Colossal Drama of the War.

SEE with your own eyes all that a thousand cameras saw thru four years of war, consecutively arranged in a complete pictorial histtorry.

SEE Belgium in the hands of the Huns —Refugees fleeing from their homes—the oncoming flood of ravaging fiends.

SEE the unconquerable French and all their great generals. Paris in war time, greeting our boys with frenzied joy.

SEE the wonderful British Navy—see Russia in the throes of revolution.

SEE ouf boys — YOUR BOY—in the thick of it—on the land, on the sea, in the air. See him in France on the march—see how he lives and fights, how he's taken care of.

SEE our battleships and destroyers in action —dropping depth bombs—making the seas safe for the transports.

SEE our air forces—intimate views of our leaders over there. See Uncle Sam building his bridge of boats. See victory near. See the whole war to date. Bring or send all your family. This chance may never come again.

YOUR THEATRE NAME,
PRICES, ETC., HERE.

Warning!

To Every Exhibitor Who Has Played the Sensational "The Kaiser, the Beast of Berlin"

DO not be caught napping. Arrange IMMEDIATELY with the nearest Jewel office for the quickest possible booking on our newest success, "CRASHING THROUGH TO BERLIN."

If you fail to do so, you will miss a chance to do just as well as you did on "The Kaiser, the Beast of Berlin."

"CRASHING THROUGH TO BERLIN" is creating just as much of a sensation as "The Kaiser, the Beast of Berlin."

"CRASHING THROUGH TO BERLIN" is just as timely as "The Kaiser, the Beast of Berlin."

"CRASHING THROUGH TO BERLIN" is booking just as fast and at the same prices as "The Kaiser, the Beast of Berlin."

"CRASHING THROUGH TO BERLIN" has been praised just as highly by newspaper critics as "The Kaiser, the Beast of Berlin."

As far as we can recall, this is the first time in the history of the business that any producing company, immediately after marketing such a world-beating success as "The Kaiser, the Beast of Berlin," has followed it right up with another picture equally successful. While other companies have busied themselves making imitations of the great "Kaiser Picture," we have gone just a step ahead and have given the trade the very thing it needs—something newer, something different, something that is bound to set the American public wild with enthusiasm just when the American soldiers are mopping up the Hun and just when the new draft of men 18 to 45 years of age has brought the war closer to the heart of America's millions than ever before.

Don't waste a Minute. Make sure of another clean-up such as you made on "The Kaiser, the Beast of Berlin." Arrange today for your booking on "CRASHING THROUGH TO BERLIN."

JEWEL Productions INC
1600 Broadway. New York City

The Popular Western Favorite of Millions

Harry Carey in "A WOMAN'S FOOL"

IF the public were to cast a straw vote for the popularity of star, story and action, "A WOMAN'S FOOL" stands near the top of the heap, simply because carefree, easy-going Harry Carey, with his inimitable mannerisms, "gets you" in this entertaining play. Growing in favoritism like wild fire, Harry Carey will prove one of the biggest winners your house has ever known if you will supply get behind his already big box office power and BOOST.

Book thru your nearest Universal Exchange, or communicate with the UNIVERSAL FILM MFG. CO., Largest Film Mfg. Co. in the Universe, 1600 Broadway, New York.

MEMBER OF THE NATIONAL ASSOCIATION OF THE MOTION PICTURE INDUSTRY

THE MOVING PICTURE WEEKLY

A MAGAZINE FOR MOTION PICTURE EXHIBITORS

Published Weekly by the MOVING PICTURE WEEKLY PUB. CO.
1600 BROADWAY, NEW YORK CITY

PAUL GULICK, *Editor* JOE BRANDT, *Bus. Mgr.*
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Vol. 7 SEPTEMBER 28, 1918. No. 6.

MAE MURRAY AIDS FOURTH LIBERTY LOAN

LAST week the editor of this magazine, together with a few hundred other privileged individuals, saw the eighteen Liberty Loan Pictures, which the prominent stars of industry have contributed as their bit towards putting the Fourth Liberty Loan "over the top" with a big over-subscription.

The presentation was held in the Rivoli Theatre beautiful and loyal through the courtesy of Mr. Rothapel, who thereby added one more act to the many he has already performed for Uncle Sam in this war. The presentation was arranged by the National Committee of the Motion Picture Industry appointed to co-operate with the Treasury Department and the Liberty Loan Publicity Committee. Adolph Zukor is chairman of this committee and John Flinn, secretary.

A tremendous amount of credit must be given to Mr. Flinn for the arduous detail work which the completion of these eighteen pictures involved, and it may be for this reason that Mr. Zukor requested him to make the formal presentation of the film at the Rivoli. Judge Whelan, on behalf of the Liberty Loan Committee, to whom they were presented, replied in a strikingly energetic and eloquent speech.

Almost without exception, each 300 feet of pictures rang the bell. To those who did not believe that a real punchy picture could not be made in 300 feet, these eighteen Liberty Loan Pictures will come as a startling revelation. Take the George Beban Picture, for instance. It was a simple Italian incident, which had all of the pathos which this specialist in Italian character could have put into five reels of intense drama, and it was running over with heart-interest.

Of an entirely different character was the Fatty Arbuckle Picture. It was a gem of comedy with the desired effect of creating a determination to buy Liberty Bonds to the extent of one's ability. Others who deserve special mention are the pictures contributed by Douglas Fairbanks, Wallace Reed, William Duncan and Geraldine Farrar. Much of the last-named picture was material contributed by the Current Events and Animated Weekly.

(*Continued on page* 19)

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DOGS

KEEP THE HOME

No. 221. Straight from the Shoulder Talk by Carl Laemmle, President of the Universal Film Mfg. Co.

WHEN the next Liberty Loan drive opens, call all of your employees before you and make them a speech like this:

"I have called you together for the purpose of asking each and every one of you to plunge yourself into debt.

"Ordinarily I would not give such business advice, but now I am doing it on behalf of the greatest business in the world, namely, making your home and my home, your country and my country, your world and my world a fit place to live in.

"Buying Liberty Bonds---more Liberty Bonds than you can pay cash for---is the manner in which I ask you to plunge yourself into debt.

"The man who buys Liberty Bonds only to the extent that he has cash in the bank is a poor patriot. But the man who pledges himself for a year ahead and then pays for his bonds out of money he saves by giving up luxuries and even some of the necessities during the year is the man who is

FIRES BURNING

really helping Uncle Sam. And, remember! In helping Uncle Sam, you are not helping some stranger. You are helping yourself, your family, your friends, your country. In buying Liberty Bonds, you are not doing Uncle Sam a favor. You are only paying off your debt to him, for you owe him all that you have and all that you are! And later on he will pay you back in cash and interest!

"Do you know that the greatest news that ever reached the American soldiers in France and in the American cantonments was the fact that the Third Liberty Loan was oversubscribed? Do you know that it caused the American soldiers to cheer your victory even more wildly than you cheered their victory when they started the great drive at Chateau Thierry? Do you know that they were intensely proud of you? Imagine it! There they were, risking their lives, giving their lives to make the world safe for YOU; and yet they actually considered that you had achieved a grand triumph when they learned, not that you had risked anything, not even dollars, but that you had LOANED Uncle Sam more than he asked for!

"If this is all that the American soldiers ask of you, God knows you are getting off with ease! If a mere oversubscription to Liberty Bonds makes them proud of you, then make the next oversubscription so huge, so vast, so complete that Uncle Sam won't know what to do with all the piles of money you dump in his lap!

"If merely giving up luxuries for the period of the war will keep the home fires burning and cheer up the boys who are baring their breasts to the beast of Berlin—then in God's name build and maintain such a fire as will cast its glow all over the civilized world; a fire that will send the American soldiers wild with delight and the Hun hordes wild with fright."

And then, after you've made your little speech about fires, fire any employee who doesn't prove his pure Americanism till it hurts and pinches!

Carl Laemmle

PRESS SHEET FOR CARMEL MYERS IN "A SOCIETY SENSASION"

A BLUEBIRD PHOTOPLAY

THE STORY.

"CAP'N" PARMELEE, a fisherman, has an obession that he is a nobleman. In fact he has believed it so long that he has come to live the part and plans in his own mind great things for Sidney, his beautiful daughter.

Mrs. Jones, a climber in San Francisco society, hears of the old man's claim to nobility and decides to put one over on Mrs. Bradley, the social leader of the town. Mrs. Jones borrows Sydney as her guest and introduces her to San Francisco as a duchess.

When her claim to nobility falls through and Sydney returns to the fishing village, Mrs. Jones confers with her lawyer, arranges a nice noble family tree for the Parmelee family and the Captain and his daughter believe that they are of Britain's nobility.

Mrs. Bradley's son falls in love with the lovely Sydney and refuses to abandon her when she tells him that she has been masquerading as a duchess. He follows her to the fishing village, where a terrific fight ensues between Bradley and a young fisherman who too loves the beautiful girl.

After a series of difficulties, which make the photoplay unique in brilliant action, Sydney and young Bradley are married at an island festival.

Story by Perley Poore Sheehan.
Directed by Paul Powell.
Scenario by Hope Loring and Paul Powell.

CAST.

Sydney Parmelee	Carmel Myers
Jim	Fred Kelsey
Dick Bradley	Rodolpho De Valentina
Mary	Sasu Pitts
Capt. Parmelee	Alfred Allen
Tommy	Harold Goodwin

FOR THE HERALD

SYDNEY PARMELEE, the beautiful daughter of a fishing captain, had been brought up to believe that she was a duchess.

When the story became generally known through the newspapers, a Mrs. Jones, who found herself slipping on San Francisco's social ladder, rushed to the little fishing village and borrowed Sydney as her guest, knowing that to be hostess to a real duchess would be the making of her socially.

When Sydney's claim to nobility was disproved, Mrs. Jones promptly trumped up a nice family tree for her.

What happened then?

To know you must see Carmel Myers in "A Society Sensation," her latest and most delightful Bluebird photoplay.

Of course one would naturally think that San Francisco's society folk would at once disown both Mrs. Jones an the lovely pseudo duchess.

Did they?

Well, it would simply spoil a mighty appealing photodama to tell you. You must see the working out of this delightful Bluebird with your own eyes.

SAN FRANCISCO SHOCKED BY SOCIETY SENSATION.

Carmel Myers Creates Stir in Latest Bluebird Photoplay.

SAN FRANCISCO society received a shock that set all tongues wagging recently when Mrs. P. J. Jones, one of the lesser social lights, opened her palatial home to a little waif whom she believed to be a duchess.

Legal investigations financed by rivals of Mrs. Jones in the social whirl revealed the fact that the attractive little girl was not of noble birth and that she was the daughter of Captain Parmelee, a well known character in the fishing village on the southern coast.

This society notice, which was held from the papers at the pressure of moneyed influence, tells the story in brief of little Sydney Parmelee who cut a wide swath in San Francisco society and surprised the town by marrying one of the richest young men even after she was proven to have been the daughter of a humble fisherman.

Carmel Myers, the bewitching Bluebird star, plays the role of Sydney Parmelee in "A Society Sensation," her latest and most lovable photodrama.

See it tonight at the.....Theater.

See a story in beautiful photography that the society editors longed to print but were afraid.

Remember "A Society Sensation" is to be at the.....Theater tonight.

CARMEL SAW NEW YORK BUT CANNOT PROVE IT.

CARMEL MYERS, the lovely star of "A Society Sensation," a Bluebird photodrama of unusual appeal which is being shown at the .....Theater, has returned to the Bluebird studios from New York.

Although the Myers home in Los Angeles is the original stamping ground of early rising and earlier retiring, Miss Myers and her mother were stepping out in New York and as a result spent most of the days in sleep.

Consequently Carmel has no knowledge with which to prove that she has been in New York.

To overcome this shortage in facts she purchased a book on the train entitled: "New York and Its Environs." This she read faithfully all the way home so that she would at least know where the Flatiron Building loiters.

Carmel is to be seen tonight at the.....Theater in "A Society Sensation."

THE Kaiser's U-boat commanders missed a fine chance at Balboa off the Southern California coast recently when Fred Kelsey, one of the players supporting Carmel Myers in "A Society Sensation," her latest Bluebird. put out to sea in a rowboat. Kelsey pulls a strong oar and so does the wind. herein rests the plot of this epic. It will be shown at the.....Theater on.....

AT A GLANCE.

STAR—Carmel Myers.

PREVIOUS HITS—"My Unmarried Wife," "A Broadway Scandal," "The Wine Girl," "The Marriage Lie," etc.

DIRECTED BY—Paul Powell.

STORY BY—Perley Poore Sheehan.

SCENARIO BY—Hope Loring and Paul Powell.

SUPPORTING CAST—Alfred Allen, Fred Kelsey, M. Rodolpho de Valentina, Harold Goodwin, Zasu Pitts and others.

LOCALE—A fishing village near San Diego in Southern California; city life in metropolitan San Francisco; gorgeous interiors; the open sea.

TIME—Now.

THUMB-NAIL THEME—"Cap" Parmelee, a fisherman, becomes obsessed of the idea that he is a direct descendant of a nobleman. He hires a shyster lawyer to establish his claim. His daughter is borrowed by a kindly old social climber who wants to pry her way into society as the hostess of a duchess. When it becomes apparent that the claim to nobility has fallen thru, the fisherman's daughter returns to her humble home. To keep up the whizz with which she got into society, the old social climber hires her lawyer to trump up a good noble lineage for her little borrowed duchess. Then comes a marriage between the son of San Francisco's social leader and the girl of the fishing village.

ADVERTISING PUNCHES:

1—The bewitching appearance of the star in her role as the daughter of an old fishing captain.

2—The subtle expose of social conditions in a large Pacific coast city where dowagers try to forget that their husbands once carried bricks and vie with one another for social supremacy.

3—Picturesque scenes in a romantic little fishing village on the Southern California coast.

4—A thrilling sea chase and a terrific battle among men on the slippery deck of a fishing smack.

5—The touch of human nature in the old captain's striving to be something which he was not.

6—A girl's thrilling rescue of the man she loves from a watery grave.

ADVERTISING CATCH LINES

Carmel Myers in her kingdom by the sea.

See Carmel Myers' beauty reflected in the shining deep sea water.

The lass that loved a sailor.

They who go down to the sea in ships.

The port of broken hearts.

The loveliest skipper that ever tacked into the wind.

Carmel Myers in "A Society Sensation."

Advice to social climbers: Borrow a duchess!

See Carmel Myers in "A Society Sensation." She takes the wind out of San Francisco's society sails.

When is a Bluebird a sea-gull? When Carmel Myers plays "A Society Sensation."

SWEET MESSAGE BROUGHT BY "A SOCIETY SENSATION."

THERE is a belief in forest lore that the Bluebird is the sentinel of the woods.

According to those fortunate in the confidence of nature the azure plumed bird wings his way swiftly along the fringe of the trees to call shrilly a warning that a stranger is entering the forest. Then the little feathered folks take cover and watch with beady bright eyes the person who presumes to walk in the sanctuary of the abiding trees.

If the Bluebird is the courier of the woods, surely he brings glad tidings to the ..... Theatre where Carmel Myers is starring in her latest Bluebird photodrama, "A Society Sensation."

The story is of a little girl whose father believed her to be a duchess. Surely she was a most lovable little duchess but a much more lovable girl.

If you long to see a sweet and wholesome photoplay of life with its joy and tears, see Carmel Myers this very night at the ..... Theatre in "A Society Sensation."

Surely the Bluebird is a carrier of glad tidings in this play that carries his name as its brand.

MOTION PICTURE ACTORS MAKE HIT AS DANCERS.

THE natives of Balboa, a hustling little freckle on the map of Southern California, enjoyed an exhilerating week of excitement recently.

Paul Powell, directing Carmel Myers in "A Society Sensation," her latest Bluebird master photoplay, took the entire company to Balboa for the filming of a fishing village scene.

After the first day's work the owner of the village dance hall announced an exhibition dance. It sure was some exhibition.

As the fiddlers warmed to their work, M. Rodolpho de Valentina, a player in the company, and Hope Loring, the little girl who wrote the story for Carmel Myers, stepped out onto the floor and grappled for dancing honors.

Oh Boy!

Miss Loring was the dancing sensation at Rector's before she entered the mystic realm of the silent drama, and de Valentina was quite a hopper in his native town.

Every night thereafter the enterprising manager staged an exhibition dance for "A Society Sensation" company.

"A Society Sensation" will be shown at the.....Theater on .....

ALFRED ALLEN, dean of character actors and a gentleman of parts, plays the role of "Cap'n Parmelee" in "A Society Sensation," Carmel Myers' latest Bluebird photodrama. It will be shown at the.....Theater.

CARMEL MYERS, the beautiful Bluebird star, is back at the Bluebird studios after a trip to New York in which she made herself familiar with Gotham through diligent perusal of a paper-covered book entitled: "New York and Its Environs." She will be seen in A Society Sensation" at the.....Theater.

WHILE we want you to look at Universal Special Attractions as representing—as a group—the very utmost that the Screen can give you today, we want you at the same time to view and consider every Special Attraction as a unit. We want you to look at each one with the value to you of that particular one first and foremost in your mind.

Because that is the way you are going to make money out of Universal Special Attractions—and that is why we price them—each one must stand on its own legs—must earn its own rental without regard to any other.

This means success for both of us.

al Attractions

ae
urray
oductions

Mary
MacLaren
Productions

Herbert
Rawlinson
Productions

HARRY CAREY in
"Hell Bent"
"Three Mounted Men"
"A Woman's Fool"

DOROTHY PHILLIPS in
"The Mortgaged Wife"
"The Talk of the Town"

HERBERT RAWLINSON in
"Smashing Through"

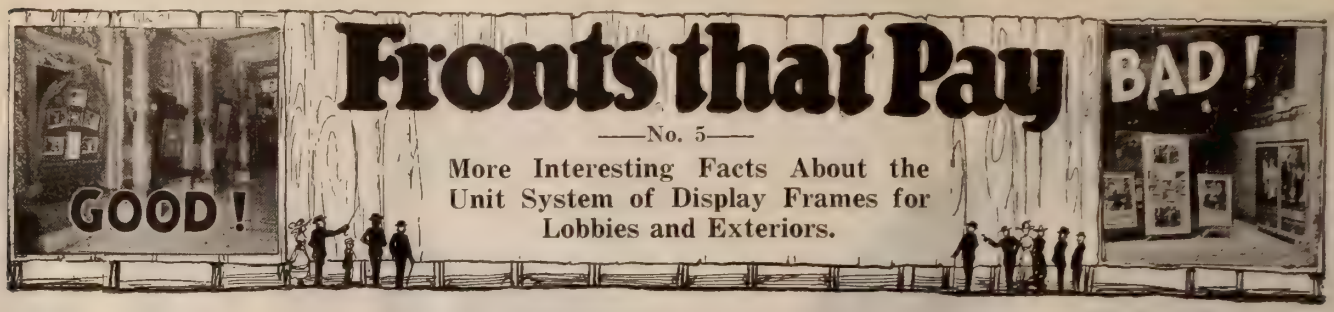
MAE MURRAY in
"The Bride's Awakening"
"Her Body in Bond"

PRISCILLA DEAN in
"The Two-Soul Woman"

MARY MacLAREN in
"The Model's Confession"
"Bread"

Have your nearest Universal Exchange project these pictures for you today.

UNIVERSAL
Film Mfg. Company,
1600 Broadway, N. Y.
Carl Laemmle, Pres.



Fronts that Pay

—No. 5—

More Interesting Facts About the Unit System of Display Frames for Lobbies and Exteriors.

WE have had a number of interesting letters from exhibitors telling us of the interest they are taking in our articles on "Fronts That Pay." Some of them promised to send us suggestions in the near future. It is a hopeful sign that such a series should attract attention, because it shows that exhibitors are giving more and more attention to this vital matter of making the house front attractive. It also marks the passing of the spirit of "anything to get the money" which for a time was all too noticeable an attitude on the part of many owners and managers. The more solid and substantial a theatre manager makes his investment the more care he is going to take to build a foundation for a business that will last. Moving pictures have so long since passed the experimental stage; they have become so much a part of the daily life of the people generally as to be permanently and solidly grounded in a business sense as well. That is one reason why it is so important in improving your theatre that you pay attention to the character of such improvements, and it is the solid, substantial and permanent appearance of the Unit System that is now making its appeal to theatre owners all over the country. They have had the personal endorsement of the leading theatrical architect of the United States, a man who is equipped to include special designs of frames and lobby and exterior display for any house he plans. But so strongly have the advantages of the Unit System appealed to him that he has had them installed in a large and important theatre, of which he was architect, and which is now nearing completion. This is a very interesting story, and we promise our readers that they shall have it complete and in detail in an early number.

Wall display frame for lobby. Six-sheet frame in center, with photo frames each side. For dimensions see accompanying article. Three finishes, same as Wall Case. Photo by courtesy of Menger, Ring & Weinstein, Mfg. of Lobby Display Frames and Wall Cases.

To continue our last week's discussion of the Unit System Combinations in detail, we ask you to look at Illustration No. 2. Here is a Wall Case that has proven most practical and useful. The front display is for two one-sheets, as you can see. and consequently, it is somewhat wider than the photo frame shown last week. The width over all is 3 feet, the height is 7 feet 9 inches and the fancy top additional. The width of the three-sheet side is four feet, the same as the frame combination shown last week. This practical combination can be used at the outside corners of the lobby entrance as suggested for the wall case previously described, or it may be used on any projecting corner, if such there be, inside the lobby proper. Two of these with the wings on opposite sides have been used for box partitions. There are many ways that they can be placed to good advantage, and the more you learn about this clever Unit System the more possibilities you will find in it to meet the problems of your own lobby. In other words, no matter what corners or wall spaces you have there will be some combination found to fit it as though made to order for it.

Illustration No. 1 shows one of the most useful combinations where a big showing is desired and the wall space is limited. Here we have a six-sheet frame with a handsome display of photographs on each side. The width over all is 11 feet 10 inches, and the height to top of cornice moulding is 7 feet 9 inches. The fancy top adds more to the height, according to design. This display is a "smash." It is big and imposing, but it conserves space and the grouping is well balanced and therefore pleasing and eye-attracing. This is but one of many combiantions you can get with a six-sheet frame for the center of the display. We have already shown you the three-sheet frame with double ones on each side and the six-sheet frame may be combined in the same manner. For a large blank wall space on the outside of a theatre this six may be flanked on each side by a three-sheet which makes a very strong display.

From the combinations already shown you begin to get an inkling of the many possibilities of the Unit System. It is necessary for you to remember, however, that the fact that these combinations are such as to fit your

Wall case for two one-sheets and a three-sheet. For dimensions see accompanying article. Made in three styles of finish, gold and copper, and gold and green, antique oak and green. Photo by courtesy of Menger, Ring & Weinstein, Mfg. of Lobby Display Frames and Wall Cases.

lobby requirements regarding available space, is but one of their advantages. You could tack painted pine moulding around your paper and fill spaces, but these Units in combination have the advantage of looking like permanent or built-in installations, and their finish is so fine that they are attractive in themselves and serve to enhance the drawing power of the posters and photos shown in them. The installation of Unit System frames is a very simple matter and can be done by your carpenter at a very slight cost.

In reading these articles it is our purpose to show you the most practical ways of improving your lobby, but remember please that we also wish to make clear to you the advantages of keeping your lobby front up to the crowd-getting point of attractiveness too. That is the "main chance," so to speak. It isn't for the purpose of giving you something to be proud of, or to "swell up" over, it is for the business-getting possibilities of the outward show that the public is nowadays looking for. With the steady improvements in house fronts the public has come to look to the character of your lobby display for evidence of the class of show you are giving inside. It is up to you whether they get the right impression and pay their money at your ticket window or go on down the street to where some other theatre seems by its handsome lobby to promise better entertainment.

Save your copies of the Moving Picture Weekly. There are more combinations to follow and the collection will prove of value to you.

NOTE.—Through an error this cut was used last week over a description of combination photo and three-sheet wall case. Both are included this week with proper descriptions.

This corner wall case stands 7 ft. 9 in. high. The narrow or photo frame side is 2 ft. 2 in. wide, and the three-sheet frame is 4 ft. wide. The fancy top extends 6 in above the cornice molding. Photo by courtesy of Menger, Ring & Weinstein, Mfg. of Lobby Display Frames and Wall Cases.

MAE MURRAY AIDS FOURTH LIBERTY LOAN.

(*Continued from page* 10)

At the personal request of Secretary McAdoo, and with the hearty consent of Carl Laemmle, president of the Universal, Mae Murray laid aside for the time being her own production to make a featurette to assist the Government in making the forthcoming Liberty Loan Drive the most successful of any of the four.

Miss Murray says that she has never enjoyed more thoroughly the making of any other picture, and she hopes that it will make Liberty Bonds sell so fast that the proverbial hotcakes will be a drug on the market by comparison. "The Taming of Kaiser Bull" is her contribution to the Fourth Liberty Loan.

In the featurette, Miss Murray plays the role of a cowboy, and as such represents Uncle Sam. She is dressed in proverbial chaps, with wide sombrero, high boots and cruel-looking spurs, with a wicked forty-five dangling jauntily from her right hip. To complete the picture, a little package of "Roll Your Owns" protrudes, with its tell-tale tag from the shirt pocket.

"Roll your own," says Miss Murray, "and you will have more money to invest in Liberty Bonds and Thrift Stamps." But, just the same, the "Roll Your Own" package is full of face powder, and an ivory pocket mirror and powder puff are in the left chap pocket.

Harry Carey, Universal's most famous cowboy exponent and star, took great pains with Miss Murray's makeup and costumes for this feature, and it is a cinch that she is the daintiest cowboy who has appeared in the West.

"The Taming of Kaiser Bull" opens with the Kaiser, a role taken by a gigantic long-horned Arizona steer, cornering Democracy, in the corral. Miss Murray, in the role of Uncle Sam, fires a bullet from a gun labeled First Liberty Loan. This only stirs the bull to greater fury. Miss Murray hurls a rock labeled Second Liberty Loan. In rage he charges on Democracy, while Miss Murray endeavors to beat him off. Drawing her lariat is the Third Liberty Loan she throws it over the bull, which drags Miss Murray up and down the range. Pershing's Riders from the Rancho U. S. A., across the pond, see her plight and rush to her rescue, and after a general mixup they throw the bull. Miss Murray then brands him on the flank with the "Fourth Liberty Loan."

Beautiful
EILEEN SEDGWICK
in the

Big 2 Reel Special
"ALL FOR GOLD"

HERE'S another Big 2-Reel Special boiled down from 5 reels of feature photoplay. Here's another play that gives you for a 2-reel feature two well-known Stars, that any other Producer would boost to the skies. Fred Church and Eileen Sedgwick, two Stars that will, in this Big 2-Reel Special, bring your audience as much entertainment as the average 5-reeler. Book and boost every Big 2-Reel Special released by the Universal. They are easily the biggest and best bets on the market for short reel subjects.

Book thru your nearest Universal Exchange, or communicate with the UNIVERSAL FILM MFG. CO., Largest Film Mfg. Co. in the Universe, Carl Laemmle, Pres., 1600 B'way, N. Y.

"Sh-h-h-h-h"

"—Not a word to anyone till you've booked this thrillsome, tingling—mysterious drama"

"BEANS"

featuring dainty

Edith Roberts

with brilliant supporting cast, including Lew Cody

BOOK THRU NEAREST BLUEBIRD EXCHANGE OR

BLUEBIRD PHOTOPLAYS INC. 1600 BROADWAY, NEW YORK

Press Sheet for FRITZI BRUNETTE in "THE VELVET HAND"

A BLUEBIRD PHOTOPLAY

THE STORY.

(*Copyright* 1918, *Bluebird Photoplays, Inc.*)

RUSSO RUSSELLI, an old violin maker of Southern Italy, has saved for years that his two children, Russino and Gianna, can study dancing. Gianna is passionately fond of her brother, and they dance together at the seashore.

Russino has fallen in love with Netta Seganti, a woman of mystery, who turns out to be a countess of doubtful reputation.

Count Paul Trovelli and a companion, Prince Viscomte, arrive in the village and look about for a suitable villa. The Prince recognizes Netta as a countess with whom he once had an affair. They are seen by Russino walking together at the edge of the town. Russino, crazed with jealousy, follows and attacks the Prince who kills him with a dagger thrust. The Prince then flees. When Gianna reaches her brother's body she finds Trovelli standing over him with the Prince's dagger in his hand. She believes that he is the slayer and takes the solemn oath of the vendetta to kill him.

Following him to Napoli to carry out her oath, she decides to make her vengeance three-fold; to make him love her desperately, ruin him financially and then kill him.

She discovers that he was not the slayer of her brother and is happy in the love which she created in him for the purpose of destruction.

Story by Edith Barnard Delano.
Directed by Douglas Gerrard.
Scenario by F. McGrew Willis.

CAST.

Russo Russelli	Fred Turner
Russino	Eugene Corey
Gianna	Fritzi Brunette
Count Paul Trovelli	William Conklin
Prince Viscomte	Wedgwood Nowell
Countess Michetti	Carmen Phillips
Secretary	Nicholas Duneaw

FOR THE HERALD.

THERE are three ways to ruin a man, according to beautiful Gianna Russelli, the Italian dancer.

First make him love you to desperation.

Then ruin him financially by your demands.

Then—thrust the dagger of the vendetta into his heart.

In "The Velvet Hand," the masterful Bluebird photodrama in which Fritzi Brunette is the star, Gianna decided upon these three ways to bring about the utter downfall of Count Paul Trovelli.

How did it work out, you ask, knowing that the lovely girl took the solemn oath of the vendetta to slay the man?

One would naturally think that he met a terrible fate.

Instead he found a mighty happiness, although he came within the shadow of the valley and felt the shroud encircling.

You must see Fritzi Brunette in "The Velvet Hand" to get the full significance of the vendetta and its terrible oath of vengeance.

Even the story, as it was so cleverly written by Edith Barnard Delano, author of many of Mary Pickford successes, would not give you the thrill that is waiting for you in Fritzi Brunette's photodramatic interpretation through the Bluebird campers.

STAR OF "PLAYTHINGS" COMING IN NEW PLAY.

Fritzi Brunette To Appear in Bluebird's "The Velvet Hand."

FRITZI BRUNETTE, whose sincere dramatic work thrilled the thousands who saw "Playthings," is starring at the.....Theater in a Bluebird photodrama that will lilt life's symphony on your heartstrings.

It is called "The Velvet Hand," and is a story of an Italian peasant girl who swore the oath of the vendetta to kill the man who slew her brother.

How she found a great love in the brambles of life and how she changed her oath at the last minute forms the theme of this delightful photodrama.

Fritzi Brunette was not known as a Bluebird star before "Playthings" was filmed. Now she has a sincere friend in every person who saw her dramatic revelation of a woman's soul.

Her personal charm and drawing power is greatly enhanced in "The Velvet Hand" by the sterling dramatic worth of the play.

See "The Velvet Hand" tonight at the.....Theater. It is worth while. Edith Barnard Delano, author of a number of Mary Pickford's greatest successes, wrote the story.

TERRIBLE VENDETTA SEEN IN "THE VELVET HAND."

Fritzi Brunette Star of Latest Bluebird Photoplay.

WHERE is Charlie Ross?

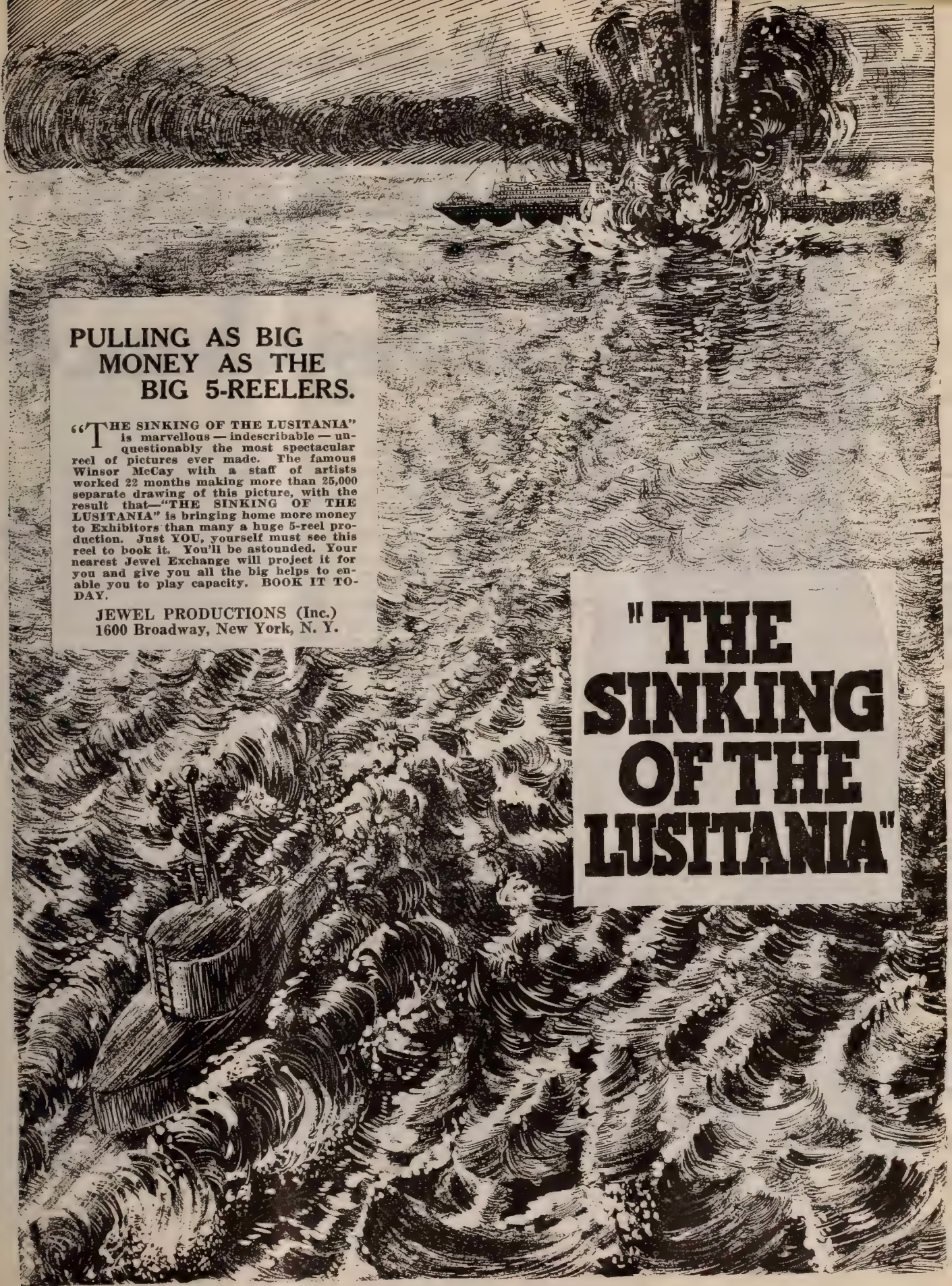
What became of the little Philadelphia boy who so mysteriously disappeared over a quarter of a century ago and has not since been heard of?

Although the case is the one unsolved mystery in eastern police annals, it is believed by veteran officers who have worked on the case that the child was taken by agents of the Italian vendetta, the most terrible and infallible secret society of ages.

If you would see the solemnity with which the sworn agents of this society set about to do the bidding of their conscience, go to the ..... Theatre to-night and see Fritzi Brunette in "The Velvet Hand," her brilliant and beautiful Bluebird photodrama.

The story is from the pen of Edith Barnard Delano and was produced at the Bluebird studios under the direction of Douglas Gerrard.

Remember, "The Velvet Hand" is at the ..... Theatre. See her in her fierce battle against a man whom she believed to be the slayer of her brother.

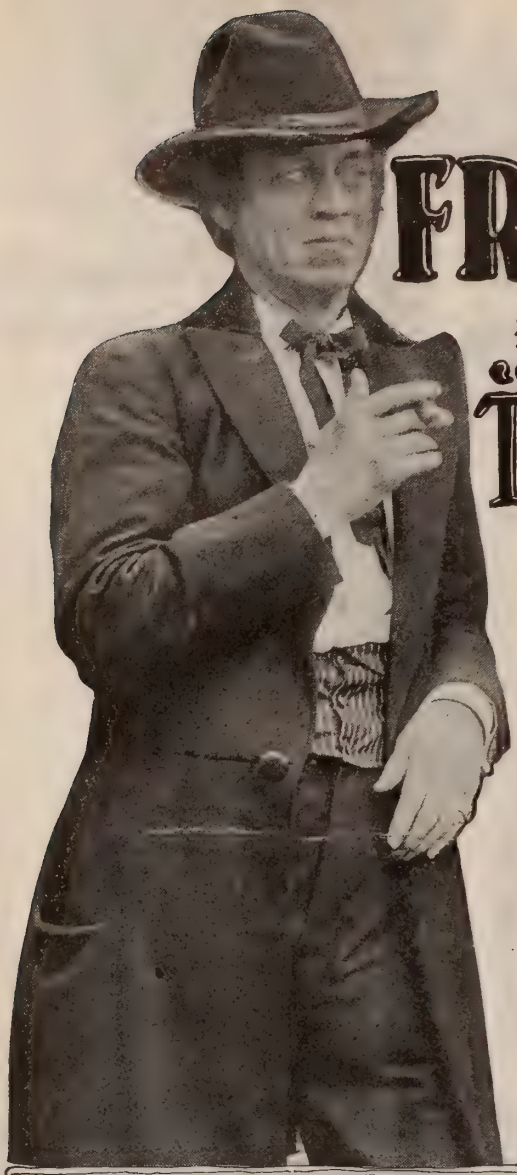


PULLING AS BIG MONEY AS THE BIG 5-REELERS.

"THE SINKING OF THE LUSITANIA" is marvellous — indescribable — unquestionably the most spectacular reel of pictures ever made. The famous Winsor McCay with a staff of artists worked 22 months making more than 25,000 separate drawing of this picture, with the result that—"THE SINKING OF THE LUSITANIA" is bringing home more money to Exhibitors than many a huge 5-reel production. Just YOU, yourself must see this reel to book it. You'll be astounded. Your nearest Jewel Exchange will project it for you and give you all the big helps to enable you to play capacity. BOOK IT TODAY.

JEWEL PRODUCTIONS (Inc.)
1600 Broadway, New York, N. Y.

"THE SINKING OF THE LUSITANIA"



The Distinguished Character Actor

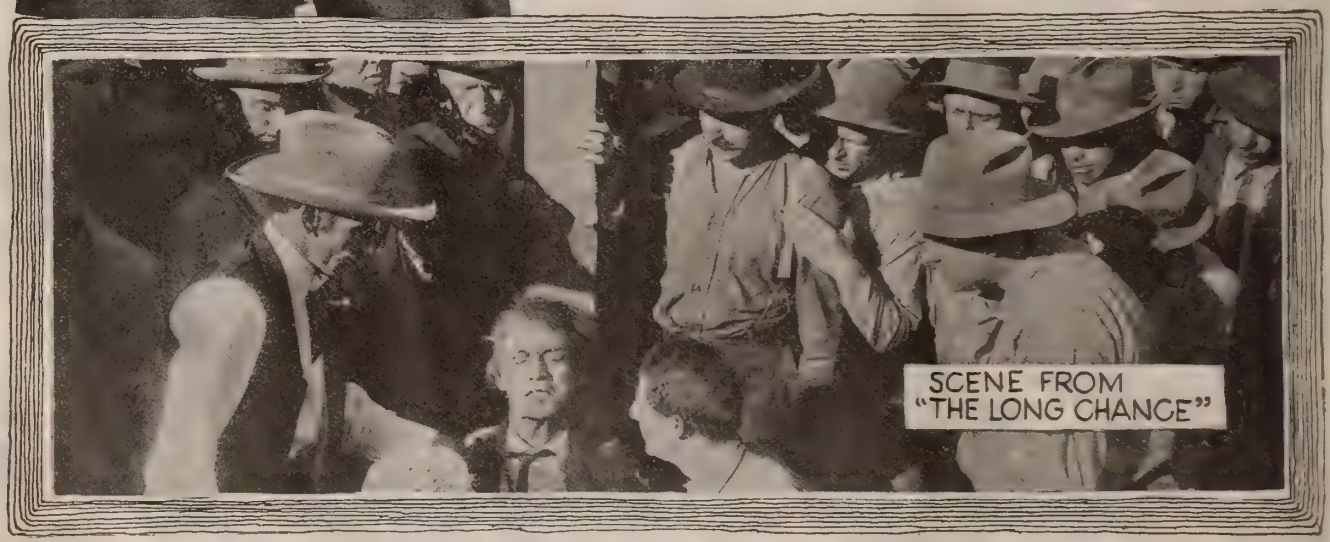
FRANK KEENAN

in his Greatest Western Success

"The Long Chance"

NO Western feature and no Western Star, now or at any other time, has surpassed the work of Frank Keenan in his greatest play, "THE LONG CHANCE." Advertise it just a bit different than any Western you've had in months. Your Exchange will supply you with a copy of MOVING PICTURE WEEKLY, in which you'll find the complete plans, schemes, ideas, ads, catchlines, etc., to put over this big play. Ask for a copy of MOVING PICTURE WEEKLY, August 17th issue, or get a complete press sheet.

BOOK thru your local BLUEBIRD Exchange, or communicate with BLUEBIRD Photoplays (Inc.), 1600 Broadway, New York City.



"LISTEN A MINUTE"--

Says Edith Roberts

BLUEBIRD STAR

They've asked me what I'd do if I were selling Bluebird pictures, and all I have to say is—"I'd let Exhibitors who have shown and who are showing Bluebirds, tell the story."

I'm the kind of a girl who likes to ride with the biggest number. I like people who can put it over. I hate a man who says "I can't," and the people who are afraid to try something new.

To prove that Bluebirds are making heaps of good friends out of both Exhibitors and patrons, I dug up a few samples of what Exhibitors have said, and are saying, and remember—

It's one thing to sell a man your pictures and it's a horse of an entirely different color to have that same man boost your pictures while paying the bills every week.

Take a good look at these:

The Isis Theatre of Portland, Ore., says: "It is the Bluebirds that have the REAL prestige among my patrons." The Olympic Theatre of Des Moines, says: "Despite the fact that I am not doing any special advertising, Bluebirds have increased my business fully 50 per cent." The Joy Theatre, St. Louis, said: "I regard Bluebird pictures among the very best, having often had calls for repeats on Bluebirds I have played." The American Theatre at Salt Lake City, said: "I find Bluebird pictures highly satisfactory." The Grand Theatre of Beloit, Kansas, says: "Bluebirds are the best pictures I have ever shown in my houses, and I've played most every brand on the market."

Pictures come and pictures go, but Bluebirds keep up their same class and high quality and keep going on without a break. You can pin your faith and your profits on Bluebirds. They will never fail to make good for you. We are coming out with a lot of simply sizzling new Bluebirds, and if you don't book them for your House, you're going to prevent your patrons from seeing the classiest pictures of the season. As a good Exhibitor, you surely aren't going to do that, are you?

Cordially yours,

Edith Roberts

Hitch your
to
THE BRASS
THE UNIVERSA
de Takacs

eatre

BULLET

ERIAL DE LUXE

IT CAN'T MISS

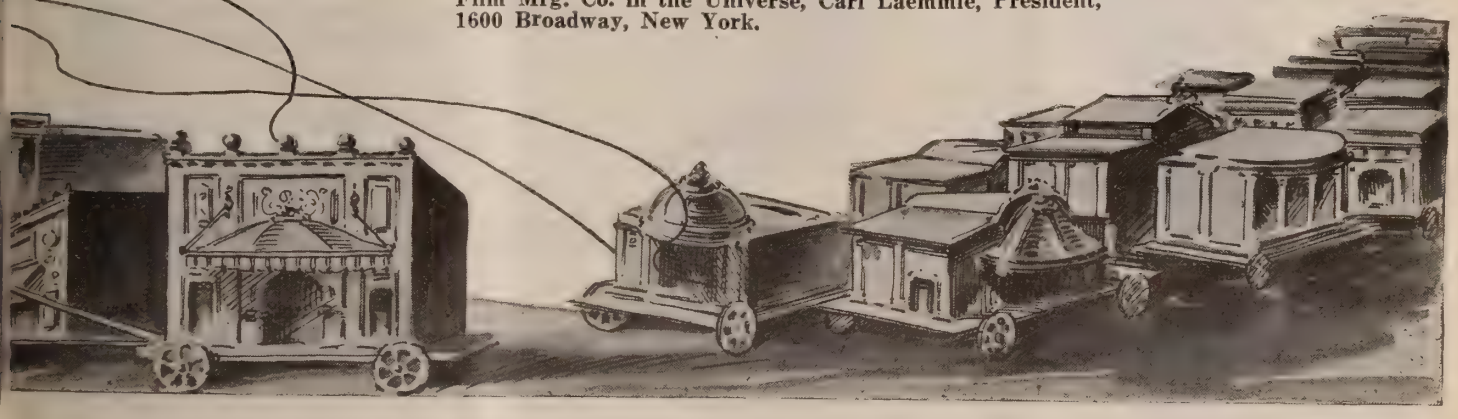
MAKE sure of 18 weeks of biggest receipts—"THE BRASS BULLET," with beautiful Juanita Hansen, CAN'T MISS! Reason why—"THE BRASS BULLET" was planned to be just two jumps ahead of all other serials in de luxe locations, de luxe atmosphere, de luxe type of story.

"THE BRASS BULLET" is the answer to the public demand for serials of a higher class—real society stuff. The old type of serial is fast passing out. Enter—"THE BRASS BULLET"—a real American serial pictured in the luxurious situations.

MOTOR boats, steam yachts, costly villas, beautiful gardens, lavishly furnished interiors, two tremendously popular stars for hero and heroine—that's "THE BRASS BULLET."

A big, clean, gripping story told at lightning speed with a whale of an end punch for every episode—that's "THE BRASS BULLET"—and it went over in Kansas City with a whoop and a whirl—Juanita Hansen's beauty standing them on their heads. See and book "THE BRASS BULLET," with Juanita Hansen. Give them something new and fresh and different. Do it today.

Book thru your nearest Universal Exchange, or communicate with the UNIVERSAL FILM MFG. CO., Largest Film Mfg. Co. in the Universe, Carl Laemmle, President, 1600 Broadway, New York.



THREE BLUEBIRD MUSIC CUE SHEETS BY J. W. BRADFORD

"THAT DEVIL BATEESE"

No.	Min.	(T) Title or (D) Description.	Tempo.	Selection.
			REEL I.	
1	2	At Screening	4-4 Moderato	The Maple Leaf—Canadian Song
2	2¼ T.	Back from North Woods	6-8 Allegretto	* Song of the North—Hanks
3	1½ D.	Bateese Confronts Bad Man	4-4 Moderato	* By Saskatchewan—Caryll (Theme)
4	1¼ T.	Seeking Solace	3-4 Tempo di Valse	Mother's Garden—Frey
5	2¼ D.	Men Playing Cards	4-4 Moderato	Sinbad—Romberg (Fox Trot)
			REEL II.	
6	3¾ D.	Girl On Rocks	6-8 Allegretto	* Song of the North—Hanks
7	2½ T.	I'm Going To Catch You	2-4 Vivace	Furioso No. 11—Kiefert
8	3 T.	The Parish School	3-4 Tempo di Valse	Charming—Joyce
9	2¾ D.	Girl Weeping	4-4 Moderato	* By Saskatchewan—Caryll (Theme)
			REEL III.	
10	1½ T.	Do You Know?	3-4 Allegretto Scherzando	Butterfly—Densmore
11	1½ D.	Bateese Picks Up Letter	4-4 Triste	Chanson Triste—Tschaikowsky
12	2½ T.	Sunday	3-4 Largo	Largo—Haendel
13	1½ T.	No Woman Could Resist	6-8 Andantino	Love Here Is My Heart—Silesu (Chorus)
14	3 D.	Man Attacks Girl	2-4 Allegro	Hurry No. 1—Langey
			REEL IV.	
15	2¼ T.	You'd Better Marry Me	4-4 Molto Moderato	Dramatic Tension No. 67—Shepherd
16	8 T.	Nearing End	4-4 Moderato	* By Saskatchewan—Caryll (Theme)
17	2¼ T.	Months Had Passed	6-8 Allegretto	Love In Arcady—Good
			REEL V.	
18	2½ D.	Bateese Finds Woman At Window	3-4 Allegro	Woodland Whispers—Von Blon
19	2¾ D.	Bateese At Crucifix	3-4 Andante	Prelude—Damrosh
20	3 T.	It Is the Spirit	4-4 Andantino Con Moto	Dramatic Tension No. 64—Borch
21	2½ D.	Girl Finds Bateese	4-4 Moderato	* By Saskatchewan—Caryll (Theme)

* Repeated Selections.

"BEANS"

No.	Min.	(T) Title or (D) Description.	Tempo.	Selections.
			REEL I.	
1	2¾	At Screening	3-4 Tempo di Valse	Coquetterie—Mathews
2	1¾ T.	Father Refuses	2-4 Allegro	Coquette—Onivas (Intermezzo)
3	4½ T.	Professor Zin Zazza	4-4 Moderato	Sahara—Frey (Fox Trot)
			REEL II.	
4	2 D.	Ellis In Office	2-4 Allegretto	Caprice—Reisenfeld (New)
5	1¼ D.	Betty Enters Office	4-4 Moderato	* Do It For Me—Hirsch (Theme) (Going Up)
6	1½ T.	Ellis Intended	3-4 Valse Lente	Chanson Bohemienne—Boldi
7	2¼ T.	The Day Before	2-4 Allegretto	Serenade—Jarnfelt
8	2½ T.	If I Get Kirk In Town	6-8 Allegretto	Hobbledhoy—Olson (Characteristic)
			REEL III.	
9	2½ D.	Kirk In Auto	2-4 Allegro	Oh, You Sweetie—Romberg (One Step)
10	1½ T.	Well, I'll Be Hanged	4-4 Allegretto	Midsummer McQuarrie (Intermezzo)
11	3¼ T.	That Little Car	2-4 Moderato	Black and White—Botsford (Rag)
			REEL IV.	
12	1½ D.	Sheriff Starts In Car	2-4 Allegro	Get Out and Get Under—Abrahms (One Step)
13	3½ T.	Dear Old Jail	4-4 Moderato	* Do It For Me—Hirsch (Theme)
14	2¾ D.	Betty Steals Keys	2-4 Vivace	Hurry No. 11—Kiefert
			REEL V.	
15	1½ D.	Betty Enters Hotel	2-4 Allegretto	Canzonetta—Hollander
16	2 D.	Kirk and Lawyer Meet	2-4 Allegro	Hurry No. 1—Langey
17	2½ D.	Lawyer Escapes	2-4 Allegro	Allegro No. 2—Langey (Galop)
18	1½ T.	If Lease Is Not Renewed	2-4 Allegro	You're In Style—Van Alstyne (One Step)
19	2¼ D.	Betty Enters Office	4-4 Moderato	* Do It For Me—Hirsch (Theme)

* Repeated Selection.

Always start THEME by playing chorus first.

"A SOCIETY SENSATION"

No.	Min.	(T) Title or (D) Description.	Tempo.	Selection.
			REEL I.	
1	3	At Screening	2-4 Allegro	Al Fresco—Herbert
2	1¼ T.	Be Nice To Her Jim	4-4 Moderato	By Heck—Henry (Fox Trot)
3	2 T.	Captain Jenks Returns	6-8 Tempo di Marcia	Jack Tar—Sousa
4	1¼ T.	In San Diego	2-4 Allegro	Land of Joy—Valverde (One Step)
5	2½ D.	Captain and Lawer	4-4 Moderato	Rocked In the Cradel of the Deep—Old Song
			REEL II.	
6	3½ D.	Mrs. Jones At Gate	3-4 Tempo di Valse	Kentucky Dream—Onivas
7	1½ T.	After Weeks of Preparation	2-4 Allegro	Follow the Girl—Romberg (One Step)
8	2 T.	Richard Bradley	4-4 Leggiero	* Smiles—Roberts (Theme)
9	1½ T.	Cramps	2-4 Vivace	Hurry No. 33—Minot
10	1½ T.	That Was Mrs. Bradley's Son	4-4 Moderato	Pinochle—Caruso (Fox Trot)
			REEL III.	
11	1¾ T.	Captain Close Up	4-4 Tempo di Marcia	March Miniature—Jacobi (Burlesque)
12	2 D.	Richard and Sydney	4-4 Leggiero	* Smiles—Roberts (Theme)
13	1½ T.	A Peremptory Demand	4-4 Molto Molerato	Dramatic Tension No. 67—Shepherd
14	1½ T.	To Help Boys In France	6-8 Tempo di Marcia	To Victory—Hadley
15	1¼ T.	As the Meetings Continued	4-4 Leggiero	* Smiles—Roberts (Theme)
16	2¼ D.	Mother On Steps	3-4 Andantino	Romance—Mildenberg
			REEL IV.	
17	2¼ T.	The End of Dreams	3-4 Tempo di Valse	Naila—Delibes
18	2 D.	Sydney and Richard Meet	4-4 Leggiero	* Smiles—Roberts (Theme)
19	3¼ T.	Then She Was Ahead of Time	3-4 Tempo di Valse	Mimi—Gardiner
20	1½ D.	Jim Throws Sydney Into Boat	2-4 Allegro Vivace	Allegro Agtato No. 8—Andino
			REEL V.	
21	2½ D.	Richard Boards Yacht	4-4 Andantino	Dramatic Tension No. 64—Borch
22	1½ D.	Fishermen Board Yacht	2-4 Allegro	Sinbad—Romberg (Fast One Step)
23	1½ D.	Fight Stops	2-4 Moderato	Slidding Sid—Losch (Fox Trot)
24	2 T.	My Dear Dutchess	4-4 Leggiero	* Smiles—Roberts (Theme)
25	1½ T.	Here Comes the Bride	4-4 Moderato	Matrimonial Fox Trot—Winne (Wedding March)
26	1½ T.	Dutchesses Are Born	4-4 Leggiero	* Smiles—Roberts (Theme)

* Repeated Selection.

A Romantic French-Canadian Drama

Monroe Salisbury

in

"THAT DEVIL BATEESE"

A love story, rich with humanness.

A picture of high peaks and sunshine and dancing water.

A play in which Monroe Salisbury is at his splendid romantic best.

See it—book it at your nearest Bluebird Exchange.

BLUEBIRD
Photoplays, Inc.,
1600 Broadway, N. Y.

"PARTED FROM HIS BRIDE."

Nestor Comedy.

With J. Warren Kerrigan.

AS soon as he decently could, Billy Eaton nudged his blushing bride of an hour, and they beat a strategic retreat from the wedding breakfast position and, in a shower of shrapnel, dashed into the temporary security of the train which was to take them to Aunt Matilda's. They were to spend the honeymoon there. Suddenly they recollected that they had neglected to inform Aunt Matilda that they were coming. So hubby got off to send the wire at the next station. But Mrs. Hubby was so explicit in obtaining answers to all her admonitions about what hubby should and should not do while he was away from her that he missed the train. Mrs. Hubby on a wedding tour all alone was a woeful sight, and the efforts of the traveling men on the train to relieve her mind and entertain her raised complications which make "Parted from His Bride" a scandalously laughable affair.

"NUTS AND NOODLES."

(*Copyright* 1918, *L-Ko Motion Picture Ko.*)

Two-Reel L-Ko Komedy.

CAST.

The Chinaman.Charlie from the Orient
The Father.....James Donnely
His Pretty Daughter.....Eva Novak
Her Handsome Husband.Eddie Boland
"Skinny," the Restaurant Keeper, Fat Lobeck
The Villainous Villain.....Rube Miller

CHARLIE is waiter and cook in the Lowlife Cafe run by Mr. Succotash with the assistance of his friends and consipartors, Eucalyptus Sniffle and Walter Linseed. Mr. Street, together with his daughter and son-in-law visit the Lowlife Cafe on a slumming tour where Father Street loses his valuable dog and offers a reward for the return. Old man Succotash gets the dog and, putting him in a satchel, plans to obtain the reward. But satchels all look more or less alike, and so Succotash takes the grip with the bomb and his conspirators get the dog. The natural thing follows—explosion of bomb and consipartors are sent sky high.

Charlie is given employment by Mr. Street and falls violently in love with Chin-Chin, Miss Street's maid. Charlie returns to Lowlife Cafe to get the dog, is captured by Succotash and his gang and tied down in the bottom of a well. The water is turned in on him and Charlie is on the verge of drowning when he manages to open the water gate and float out with the water. The crooks, in an effort to capture Eva, seized Chin-Chin by mistake, but eventually capture Eva, tie and bind her, placing a bomb at her feet. She kicks the bomb and it bounces back and burns the rope. A chase ensues which ends up happily for our heroes and heroines.

"FRENZIED FILM."

Lyons-Moran Star Comedy.

CAST.

Nancy Squibs.....Dorothy De Vore
Rube Hick.....Eddie Lyons
Hank Hick.....Lee Moran

EVERYBODY in Hokum is a stockbroker in the Hokum Motion Picture Co. Joshua Spinach, the editor of the Hokum Sentinel, is the author of the scenario. Si Perkins, justice of the peace, is the director. Jud Weatherby, town photographer, is the crank grinder. Hi Hawkins, constable, is the assistant director, props and most any other old thing. Lem Whiffletree, local banker, is the majority stockholder.

Nancy Squibbs, the deacon's daughter, is to be the heroine of the "drammer." The Hick brothers, Rube and Hank, are the promoters of the enterprise, managers and official signers of the weekly pay checks.

It is a gala day in Hokum when the Picture Co starts to work at their studio back of Perkins' barn. The town is on hand. The Hick brothers play the hero and the villain of the story, which is laid in Alaska. After many trials and tribulations the picture company shoots its first scene.

The Hick brothers take their picture to the city to market it to the "big film fellers, by heck." The film magnates turn the masterpiece over to their operator and all go into the projection room to see it run. The masterpiece is flashed on the screen: ("Hunrgy Ike's Revenge; or, The Demon of Alaska.")

(NOTE: It's almost impossible to write a comprehensive synopsis of what follows, suffice it to say it is a hokum Alaska picture, the rube's idea of what an Alaska drama should be. To give a slight idea of the plot of the Alaska picture:)

The picture is ended.

In the projection room the lights are snapped on. The Hick brothers swell up with pride. The film magnates voice their appreciation by giving the operator the high-ball. The operator pulls a lever and the Hick brothers drop thru and down a chute to the street. A sign at the door indicates: THIS WAY OUT. The film follows them and they are buried in the work of their creation. As filmers they decide they are the bunk.

SYNOPSIS OF NESTOR, L-KO, WESTERN DRAMA, LYONS-MORAN STAR COMEDY.

"ALL FOR GOLD."

Two-Reel Western Drama.

CAST.

Steve Hendricks.....T. D. Crittenden
Hattie .....Eileen Sedgwick
Pete Larkness.....Leond. Kent
Bob Elwood.....Fred Church
Maizie Leclare.....Betty Schade

BOB ELWOOD meets Hattie and tells her that his mission to that town is for the purpose of buying the "Tomboy" mine from her father. She tells him that her father has a sincere hatred for any syndicate men, as he was at one time swindled out of a good mine.

Pete Larkness, on his way to Fryingpan's saloon, stops at Steve's cabin and he hears about the rich mine and he is shown some gold from it, and also is shown some phantom gold, which is worthless. Pete then continues on his way and meets Maizie, with whom he is infatuated, and she tells him that he must make a lucky strike or leave her. He is determined to make it, and is on the lookout for anything that could bring him to it.

Steve, the owner of the rich mine, becomes ill and help is necessary to manage the mine. Pete gets the job and finally works into the confidence of the old man. While Hattie, Steve's daughter, is on her way to the doctor, a will is supposed to be made to the effect that the mine be divided between his daughter and Pete, if Pete marries her. But Pete made the will out, giving entire rights to him only.

Pete sells the mine to Bob Elwood. who falls in love with Hattie, and then after the cash has been delivered to Pete, he and Maizie have a good time.

Meanwhile Hattie tells Bob that it is not possible that her father left the entire mine to Pete, and Pete is forced to give the money up to Hattie. As Maizie told Pete he must have money, he picks up some worthless gold to bring back to her. She plans to drug him and put him to sleep. Then she takes the money and rides away. When he awakens, he swears revenge, and is determined to find her. He lands on a desert—lost and exhausted. He stumbles and falls dead—over a body, the dead body of Maizie.

And there we have a complete story of how one got beaten at her own game.

BRASS BULLET, ANIMATED WEEKLY, CURRENT EVENTS, SCREEN MAG. AND BRITISH WAR FILM.

"THE BRASS BULLET."

Two Reels.
Episode No. 9—"Pleasure Island."

CAST.

Rosalind Joy.....Juanita Hansen
Jack James.....James Mulhall
Victor King.....Ashton Dearholt
Spring Gilbert.....Joe Girard

JAMES, who has been confined in a cell, makes his escape with Rosalind, but they are followed by the sheriff and King and Gilbert. James and Rosalind reach a street car which James starts off himself. They see the sheriff in his automobile gaining upon them, and James takes the controller brake of the car, jumps into the automobile and knocks the sheriff into an unconscious condition. Rosalind waves wildly for help as she is left alone in the speeding car and no aid to stop it. James speeds up to her and then they both go to "Pop" Bates' store for information, as to whether she is married.

Meanwhile King and Gilbert, fearing that James will reveal their plot of the murder machine, go to "Pop" Bates' store for protection. Before "Pop" Bates consents to hide them, he gets them to promise to divide their gains with him.

Rosalind and James finally arrive at the store, and "Pop" Bates works his scheme, and locks them in a room. Then he tries to suffocate them by lighting a charcoal fire in the cellar.

SCREEN MAGAZINE, No. 91.

IN this number we are taken into another world and given a glimpse into the lives of some interesting specimens from the tropics, such as the walking leaf, and the Giant Centipede, in a most interesting manner.

What can a cripple do? Anything! And you are shown that this is true, too, by Frederick Strattner, of Philadelphia, even tho he is maimed in body, he displays many useful acts. This was taken under the supervision of the Surgeon General of the U. S. Army.

Under the heading Making Glassware, we witness the entire process of producing a lamp from the furnace where the glass is melted to the assembling of all the parts of a lamp, in a most artistic way.

This number of the Universal Screen Magazine gives us a hearty laugh—for both young and old. "A Kiddy Musical Comedy." Having kiddies dressed up in exact costumes, impersonating stars and plays like Sinbad, Yama Yama Girl and Fancy Free.

Some More Fun! Watching miracles in mud, produced by the noted sculptor, Willie Hopkins.

"FIGHTING FOR FREEDOM."

British War Film——Episode 1.
"Admiral Beatty's Fleet in Action."

THIS first episode of the great British war film of the British forces on land, sea and air, battling the Hun shows the wonderful power of England on the seas. The British High Seas Fleet has had more to do with keeping the Hun menace within the bounds of Hunland than any other agency. This episode shows the High Seas Fleet in action. It is a stirring sight and one well calculated to increase our pride in our Allies.

ANIMATED WEEKLY, No. 41.

Name Ship After Great Italian Victory.—Christened by the Countess Macchi di Cellere, wife of the Italian Ambassador, the freighter "Piave" takes the water.—*Kearney, N. J.*

Y. M. C. A. Men Meet "Big Guns" of Washington.—Every one wanted to shake hands with the "Y" boys, who are going to cheer our lads in France, and Secretary of the Treasury McAdoo started it.—*Washington, D. C.*

Lads In Training Practice Art of Smashing the Hun.—Army Training Detachment, Richmond Schools, stages military tournament and exhibition drills for Governor Davis of Virginia and his staff.—*Richmond, Va.*

Cubs and Red Sox Clash In World's Series.—Boston American League team triumphs over the Windy City aggregation in the initial game.—*Chicago, Ill.*

Cluck! Cluck! Every Chicken Has Its Day!—Prospective "broilers" and "fricassees" are features of "Chicken and Egg Day."—*Petaluma, Cal.*

Argentine Cadets Guests At Annapolis.—Yankee future admirals entertain naval cadets from our South American sister republic with land and water drills.—*Annapolis, Md.*

You Don't Have To Get Out and Get Under.—That is, you don't on Gasolene-less Sunday! Just hitch old Dobbin to that $10.000 Fierce-Sparrow and start out.—*New York City.*

Speed Demons In Thrilling Contest.—Miss Detroit III. wins the gold challenge cup of the American Power Boat Association.—*Detroit, Mich.*

Nation Honors Memory of Lafayette.—President Wilson leads country in coast to coast tribute to heroic Frenchman.—*Washington, D. C.*

Thel'll Fight the Hun With Bandages and Splints!—Lads of the Army Medical Department are reviewed before departure for "over there" where they will keep our fighting men in trim to whip the Boche.—*Fort Riley, Kan.*

Cartoons by Hy. Mayer, World Famous Caricaturist.

CURRENT EVENTS, No. 71.

Harvard Drops Football of Old Days for War Games.—Where the Knights of the Pigskin once held forth the Knights in Khaki now hold the center of the stage.—*Cambridge, Mass.*

Sub-Titles.—"One! Two! Three! Four!" These lads ought to make good shock troops.

America's Manhood Registers for Service In Vast Armies.—More than 13,000,000 Americans enroll under draft law calling men between 18 and 45 to the colors.

Uncle Sam Is Building Up Great Armies of Experts.—"Every man to his job" is the rule at the Army Special Training School where the "rookies" after "signing up" are assigned to classes of instruction to be taught trades necessary to war.—*Richmond, Va.*

Chicago Gets Taste of World War "Horrors."—Thousands inspect trophies captured from the Huns and witness realistic battle between the Army and the Navy at Allied Exhibit.—*Chicago, Ill.*

Daniels Presents Colors and Says Good-by To Marines.—Thirteenth Regiment of "Devil Dogs" is reviewed by Secretary of the Navy as it makes ready to leave for "over there."—*Quantico, Va.*

Aerial Mail from New York To Chicago Proves Success.—First flying postman leaves Belmont Park for mid-Western metropolis 900 miles away.—*New York City.*

Hunting the Hun With Pershing!—Pictures taken by United States Signal Corps Photographers near the firing line. Released by the Committee on Public Information.

Dope from a Doughboy.—"Gasolene George" of the Transport Division borrows a fountain pen long enough to write home to his pal some of his experiences on a trip to the supply base and a return to the front.—*"Somewhere In France."*

Sub-Titles.—"This is August Krauss. He used to be in the German army, but not now no more! He came into our lines one night and we persuaded him to stay!" "I'm sending this letter from the front by aerial mail! Yeah, what we call pigeon-post. Will write you again soon from Berlin."

Putting Ye Hun On Ye Run!—In which ye Potsdam Pup goeth forth to dine in ye gay Paree, but learneth that all is not Paris which haveth bright lights.

An Animated Cartoon by Leslie Elton.—Uncle Samuel's gallant crusaders goeth forth to put ye Pup on ye Bum! They giveth ye Pup and his puplings ye Bum's Rush!

Small To
Repeat it
THE KAISER
THE BEAST OF BERLIN
Repeat it
Repeat it

wn Exhibitors

Out in Lodi, Ohio,—a town of only 1,000 people—the IDOL Theatre played "The KAISER, the Beast of Berlin," to tremendous business—pulling them in from miles out in the country—standing them up till there was nothing to it but a quick repeat. So the IDOL'S manager booked again—but under another arrangement—

He booked it First Time on Percentage but he repeated it at Regular Rental !

Do you get it? The first time he thought the rental too high for a town of only 1,000—thought he couldn't make a profit—thought he'd better play it safe—on percentage. But, say! When he saw the Fords rolling in from thirty miles out—when he saw his house sold out—when he saw them still standing outside clamoring to get in he not only wanted to repeat—in that town of only 1,000—but he was so sure of his money that he wouldn't even think about percentage. He knew how he'd clean up, even on repeat—so he requested at regular rental. And that's why we say to you—

Repeat it

JEWEL PRODUCTIONS
INCORPORATED
Executive Offices, 1600 Broadway, New York City

YOUR big WAR TIME OPPORTUNITY

7 BIG REELS 7 BIG REASONS FOR BOOKING

FIGHTING FOR FREEDOM

1 These Pictures are authentic—A true record of Great Britain's War Activities—Now first shown. Don't Forget That!

2 These Pictures are Official—Filmed by the Authority of the British Government—The very Latest. Don't Forget That!

3 These Pictures show the most thrilling Airplane and Air Battle Pictures ever shown on the Screen. They are wonders. Don't Forget That!

4 These Pictures include Naval scenes—the world's Greatest Fleet in action. They will Amaze, Thrill and Inspire. Don't Forget That!

5 These Identical Official British War Pictures are the ones that Packed New York's Strand Theatre to Capacity. Don't Forget That!

6 These Pictures—7 Reels of Them—are a big War-Time Novelty. They are Released Serially—One a Week. Boost 'Em. Don't Forget That!

7 These Pictures are Distributed in the United States Solely by the Universal Film Mfg. Co. Book through any Universal Exchange. Don't Forget That!

FIGHTING FOR FREEDOM

LATEST OFFICIAL BRITISH WAR PICTURES.

7 GREAT REELS RELEASED ONE A WEEK

EPISODE 5—"Repairing War's Ravages."

Actual War Pictures With Heart Interest That Puts the Average Drama In Second Class.

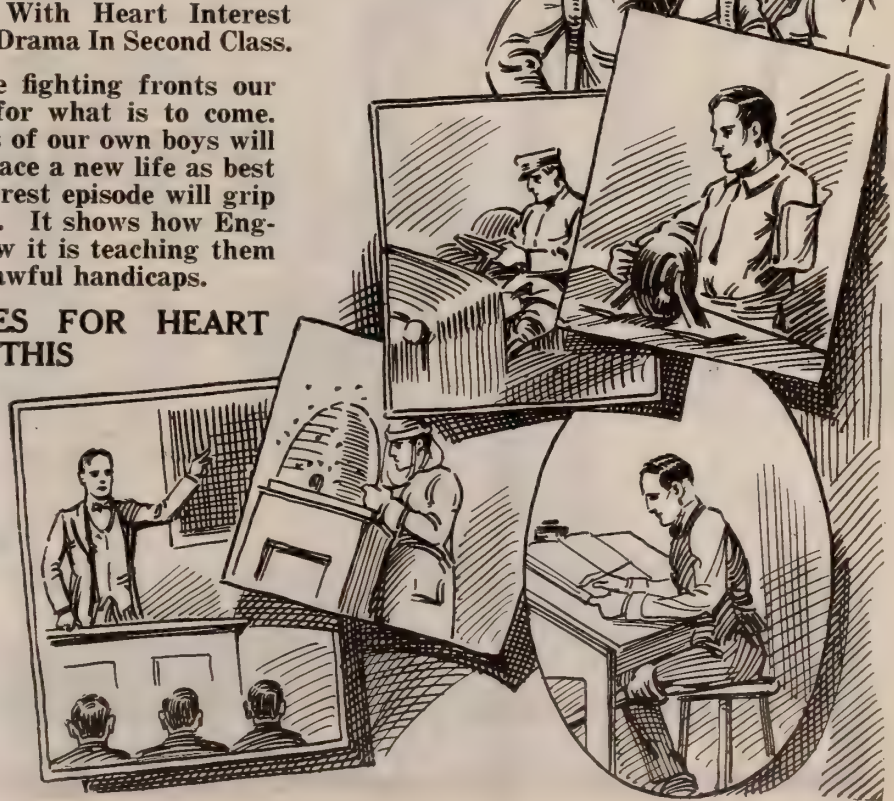
With our American boys on the fighting fronts our casualty lists are preparing us for what is to come. Wounded, and maimed, thousands of our own boys will be coming back after the war to face a new life as best they can. This unique heart-interest episode will grip the heart strings of your patrons. It shows how England has met their problems—how it is teaching them to earn a living in spite of their awful handicaps.

IF YOU BOOK PICTURES FOR HEART INTEREST—BOOK THIS

See one-armed and one-legged heroes learning to operate a typewriter—how to keep books—to be electricians, architects, engineers, poultry farmers, auto drivers, wood and leather workers, and their mastery of scores of trades—all shown in close-ups that grip and satisfy.

THE MOST UNIQUE WAR PICTURES EVER RELEASED.

Book through any Universal Exchange. Distributed in the United States solely by the Universal Film Manufacturing Company.



"The Yellow Dog"

The Great American Patriotic Picture of the War

Produced direct from Henry Irving Dodge's
Great Saturday Evening Post Story
and Harper & Brother's Book

TO BE RELEASED SOON

WRITE it on your pad—tie a string on your finger—paste it in your hat—released soon.

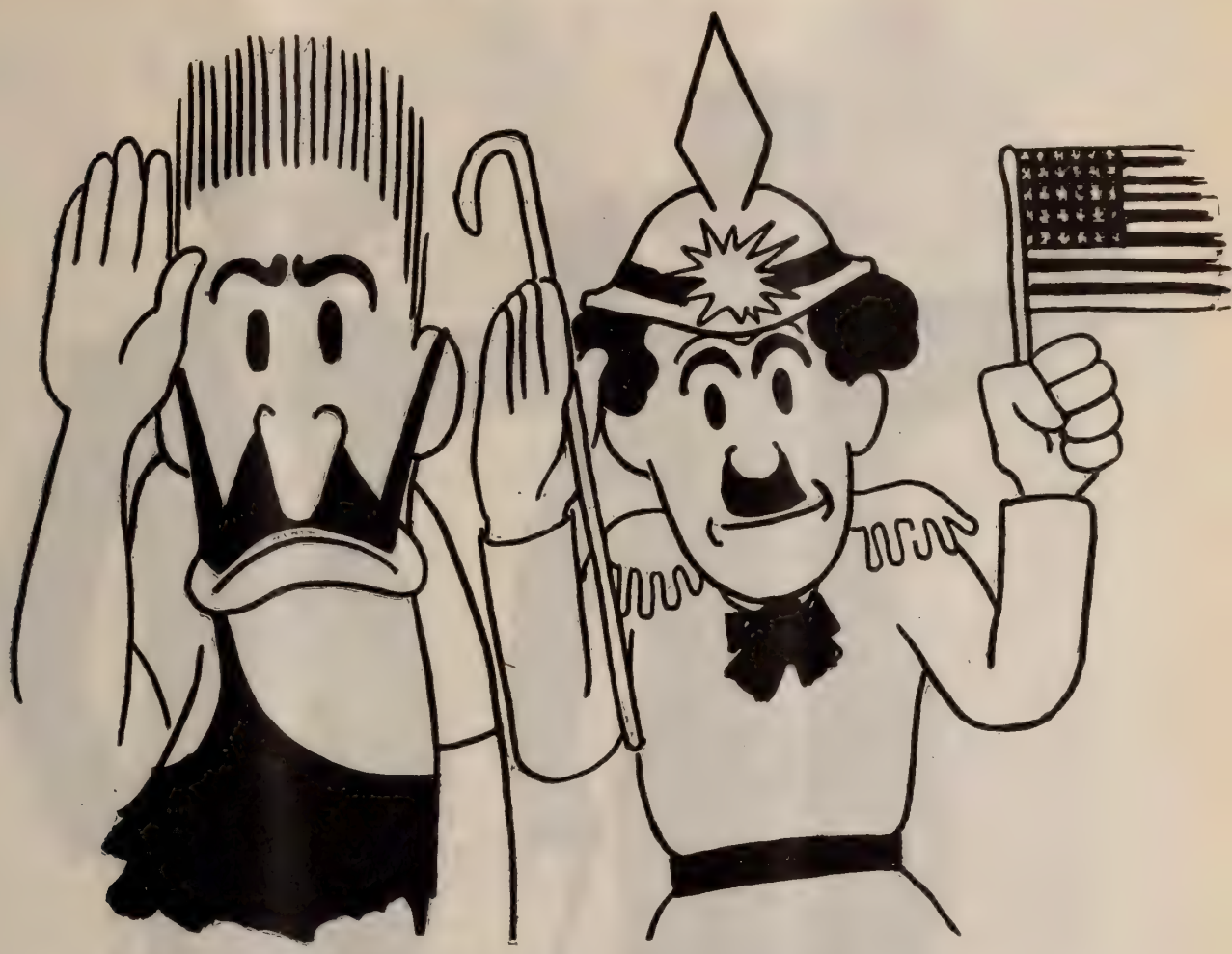
The punchiest, patriotic picture of the whole war, a picture which, amongst its thrills and laughs, will make you, too, stop and wonder if you're doing your whole best to win this fight.

A PICTURE made from a story read by millions of men and women in the Saturday Evening Post—a real "he man" drama with heart, liver, lungs and guts.

Furthermore, a great nation-wide organization that is growing like wildfire, stands ready and waiting to boost this picture in your town to a fare-ye-well. Reserve now for "The YELLOW DOG"—it will be the talk of the town.

ANY JEWEL EXCHANGE,
JEWEL PRODUCTIONS,
1600 BROADWAY, N. Y.

HELP AMERICA GET RID OF THE BEAST!



A side splitting Animated Burlesque
by Pat Sullivan—Famous Cartoonist.

"HOW CHARLIE CAPTURED THE KAISER"

Gee, ain't it great to be crazy! And unbutton your vest—and laugh your fool head off. When you show "HOW CHARLIE CAPTURED THE KAISER" take a front seat for yourself and focus your tired old eye on the Cheese Army of Hunks—the Sausage Cat—the Elastic Moustache—the Kaiser Bird—the Rubber Periscope and all the rest of Pat Sullivan's machine gun of laughs. It's just one wild howl from start to finish.

Look and book. Any U. Exchange. UNIVERSAL FILM MFG. CO., 1600 Broadway, New York. Carl Laemmle, President.

"Miles in the lead of the Comedy Pictures"

LYONS-MORAN STAR COMEDIES

THIS WEEK'S RELEASE:

"PLEASE HIT ME"

Book thru nearest Universal Exchange or **UNIVERSAL FILM MFG. CO.**— Carl Laemmle, Pres. 1600 Broadway, N.Y.

An Open Le

Mr. Sidney Gr

Grauman's New Million Do
LOS ANGELES, C

DEAR MR. GRAUMAN:—

You are the owner of one of the most beau in America. You have a mighty good reason to

You are one of the most capable judges of p That is one of the reasons for your wonderful the taste of the public, and you give them enter degree of perfection.

Your House interior is magnificent, your se orchestra is marvellous, and your pictures are sp to you that you could enhance the wonderful sh exhibiting our Universal Special Attractions?

Do you realize that no Stars on earth with in U Special Attractions?

We offer you Mae Murray—Dorothy Phillips Laren—Harry Carey and Herbert Rawlinson. W class stories, new, original, masterful.

With your wonderful orchestrations, and acc tee you that any Universal Special Attraction will dollar house as big as any feature picture you've doesn't bar any picture of the past or present seas

You undoubtedly have heard men in the trade Universal Special Attractions represents the fines dustry has ever seen. Precisely have Universal S reputation for lavishness of settings, class of dir great writers of past and present.

The brainiest buyer looks at every line and pi any of our Universal Special Attractions, you w all cream.

Call up the Universal Film Exchange at 82 manager that you want to see these U Special A strongly. You'll boost just as strongly for ther range to see the latest productions this week if

Cordially

Carl

Mildred Harris in "The PRICE of a GOOD TIME"
Carmel Myers in "SIRENS of the SEA"
SIX

S I C

Elaine Hammerstein in "The CO-RE-SPONDENT"

Herbert Rawlinson in "COME THROUGH"

"The MAN WITHOUT A COUNTRY"

WELS

If you can find another group of six pictures that will total up bigger receipts you can show these six free.

JEWEL Productions Inc.
1600 Broadway, N.Y.

Newspaper Ads that

On the Timeliest Two-Reel

"The GEEZER

A Travesty on the Original Jewel Triumph

JEWEL PI

Executive Offices.

"Is'nt diss chust a lofely war ve are running, Papa?"
(one of the heartbreaking scenes in)
"The GEEZER OF BERLIN"
A TRAVESTY on "The KAISER-the Beast of Berlin"
The picture that will make you roar and scream with laughter

It's A Scream

SEE the "Geezer of Berlin" get walloped good and plenty. See him get kicked in his royal compartment. See him get what's coming to him. See the funniest farce of the year, a screaming travesty on "The Kaiser, the Beast of Berlin." You'll laugh your head off.

{Saw thru cut here. Between parts thus separated, insert Theatre Name, Date, etc.}

G O B Ad Cut No 103—Price 40c.—Matt 15c.

"Here you big stiff-do yourself a favor"
(one of the pathetic scenes from)
"The GEEZER OF BERLIN"
A TRAVESTY on "The KAISER-the Beast of Berlin"
The picture that will make the fatso roll down your cheeks with laughter

Picture This!

IMAGINE "The Geezer of Berlin" being kicked in his Royal Compartment? Funny? Well just wait till you see this tremendous Comedy wallop. It's a travesty on the original "THE KAISER THE BEAST OF BERLIN" picture and its packed with mirth and laughter. BE SURE TO TAKE THE WHOLE FAMILY.

{Saw thru cut here. Between parts thus separated, insert Theatre Name, Date, etc.}

Ad Cut No 106—Price 40c. N

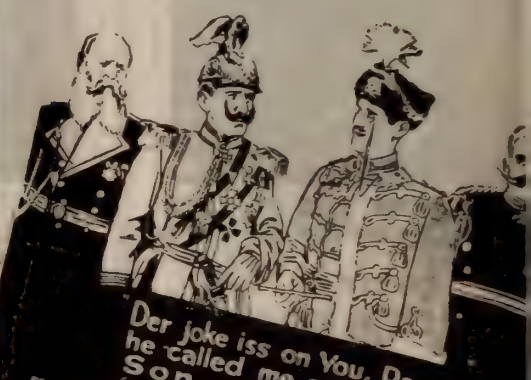
"If it wasn't undignified I'd smack you in the puss"
(one of the heartbreaking scenes in)
"THE GEEZER OF BERLIN"
A TRAVESTY on "The KAISER-the Beast of Berlin"
"It will be the talk of the country

SUMPTUOUSLY STAGED!

HOW you will laugh and scream and roar when you see "THE GEEZER OF BERLIN" (a travesty on "The Kaiser, the Beast of Berlin"), the highest class comedy produced in years. It's a riot. Staged with all the sumptuousness and brilliance imaginable. It's by far the biggest comedy feast of the year. YOU MUST SEE IT.

{Saw thru cut here. Between parts thus separated, insert Theatre Name, Date, etc.}

G. O. B. Ad Cut No. 104—Price 35c.—Matt 20c.



Der joke iss on You, Papa-he called me a regular Son-of-a-Hun"
(one of the killing scenes in)
"The GEEZER OF BERLIN"
A TRAVESTY on "The KAISER-the Beast of Berlin"
The picture that will make you roar and scream with laughter

DON'T MISS IT

WAIT till you witness the scene where the young lieutenant tells "The Geezer of Berlin" to shoot himself—wait till you see what they do to this mad dog of Europe in this screaming comedy. Nothing like it ever in pictures. To miss it is to miss the biggest comedy smash of the season. Take the kids.

{Saw thru cut here. Between parts thus separated, insert Theatre Name, Date, etc.}

G. O. B. Ad Cut No. 105—Price 35c.—Matt 20c.

bring in the Money

Comedy Ever Made

OF BERLIN"

"The Kaiser – the Beast of Berlin"

DUCTIONS

RATED

) Broadway New York City

"Be seated gentlemen! The Kaiser will be right down"

[another of the killing scenes in]

"The GEEZER OF BERLIN"

A TRAVESTY on "The KAISER – the Beast of Berlin"

The picture that will make you roar & scream with laughter

It's A Riot!

"THE GEEZER OF BERLIN"—(a travesty on "The Kaiser, the Beast of Berlin")—is a riot of fun, and staged as gorgeously as the original Kaiser picture that you have seen. It will make you roar with laughter. Biggest comedy production of the season. Bring the whole family.

{Saw thru cut here. Between parts thus separated, insert Theatre Name Date etc}

G. O. B. Ad Cut No. 102—Price 40c.—Mats 15c.

"Say you big boob vot are you trying to do – put der battle on de Bum?"

[another of the killing scenes in]

"The GEEZER OF BERLIN"

A TRAVESTY on "The KAISER – the Beast of Berlin"

'Twill be the talk of the Country

---You'll Shake with Laughter"

"THE GEEZER OF BERLIN" gives "Hinden-burg" the devil for trying to put the battle on the bum. You'll shake with laughter. You'll get the biggest gobs of joy in years when you see this picture. Gorgeously staged. Wonderfully produced. The biggest film of the year. A riot of fun and laughter. DON'T MISS it.

{Saw thru cut here. Between parts thus separated, insert Theatre Name Date etc}

d Cut No 107—Price 40c

"Shoot 'em in the pants Your Majesty"—

[one of the killing scenes in]

"The GEEZER OF BERLIN"

A TRAVESTY on "The KAISER – the Beast of Berlin"

'Twill be the talk of the country

LAUGH---LAUGH---LAUGH

YOU are in for the biggest treat of the year. "THE GEEZER OF BERLIN"—(a travesty on "THE KAISER, THE BEAST OF BERLIN") makes a monkey out of the puffed-up, pompous, swell headed Kaiser. What they don't do to this dampfool Emperor is a caution. You'll scream with joy. You'll roar with laughter. Take the whole family. It's the Funniest production EXTRAORDINARY. Sumptuously staged. Elaborately produced.

{Saw thru cut here Between parts thus separated, insert Theatre Name Date, etc.}

G. O. B. Ad Cut No. 104—Price 65c.—Mats 20c.

"Somebody tapped his Majesty on the coco and he's sore as a boil"

[another of the killing scenes in]

"THE GEEZER OF BERLIN"

A TRAVESTY on "The KAISER – the Beast of Berlin"

The picture that will make you roar & scream with laughter

The Big Comedy Smash of the Season

IF you want to see the comedy that will make you split your sides with laughter—see "THE GEEZER OF BERLIN"—(a travesty on "The Kaiser, the Beast of Berlin") see "The Geezer"

shoot 'em in the pants. See "The Geezer" get kicked in his royal compartment. See this howlingly funniest comedy, staged with regal splendor. No picture like it. BRING THE FAMILY WITH YOU.

{Saw thru cut here. Between parts thus separated, insert Theatre Name Date, etc.}

G. O. B. Ad Cut No. 108—Price 65c.—Mats 20c.

The One Reel Sensation

Backed by the entire Y.M.C.A. Organization

Booked by
MARCUS LOEW
For 2 Days

Held by
MARCUS LOEW
For One Week

No Single Reel of Pictures Ever Issued Begins to Hold Such Tremendous Interest to the People of the U. S. as This Release

Y. M. C. A.

"AROUND the CLOCK with the ROOKIE"

A tremendous success in hundreds of theatres in every State in the Union. Book it NOW and confer immediately with your local Y. M. C. A. people. They will throw their entire weight and power behind it, and YOU will clean up. COMING—the next release of this winner series—"AROUND THE CLOCK WITH THE SAILOR." Announce the coming of this new picture (2 reels) while showing the first one. Third release, "AROUND THE CLOCK WITH THE MARINE," bigger than ever. Millions are clamoring to see our boys in camp. Here's your chance to clean up big in your house. Any Universal Exchange, or

UNIVERSAL FILM MFG. CO., Carl Laemmle, Pres., 1600 B'way, N. Y.

Roaring L-KO Comedy

"HELLO TROUBLE"

See this L-KO release before you book and you'll understand why bookings on L-KO'S are growing bigger daily in every section of the country.

Book thru your nearest Universal Exchange, or communicate with the UNIVERSAL FILM MFG. CO., "Largest Film Mfg. Co. in the Universe," CARL LAEMMLE, Pres., 1600 Broadway, N. Y.

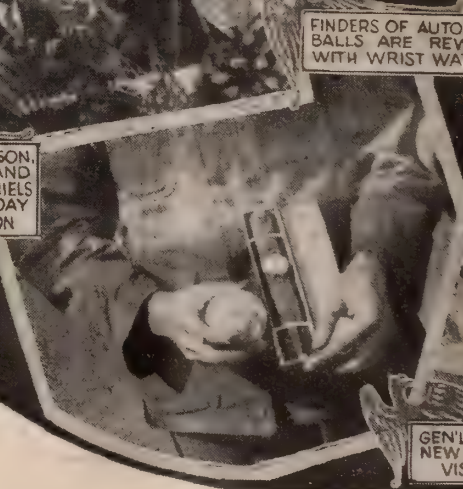
UNIVERSAL

ANIMATED WEEKLY AND CURRENT EVENTS

BOYS WHO KNEW NO FEAR —WHO KNEW ONLY DUTY

BRITISH KING CONGRATULATES LONDON'S WAR GARDENERS

PRESIDENT WILSON, MRS. WILSON AND SECRETARY DANIELS AT LAFAYETTE DAY CELEBRATION



GEN'L PERSHING IN NEW STEEL FEDORA VISITS FRONT

QUESTION

Why are the Universal News Weeklies like the Father of our country?

ANSWER

Because they're first in War and first in Peace and first in the hearts of their countrymen.

And if you book them you'll be first in your town to show every piece of big news from every part of the civilized world.

Book at least one of these two firsts today.

UNIVERSAL

Film Mfg. Company, 1600 B'way, N. Y. Carl Laemmle, Pres.

REMAINS OF A HUN-PLANE BEING DISSECTED BY YANKEE SOLDIERS

VICE ADMIRAL SIMS AND STAFF

DISTRIBUTING BASEBALLS AT LAST GAME IN WASHINGTON D.C.

FINDERS OF AUTOGRAPHED BALLS ARE REWARDED WITH WRIST WATCHES

the Moving Picture Weekly

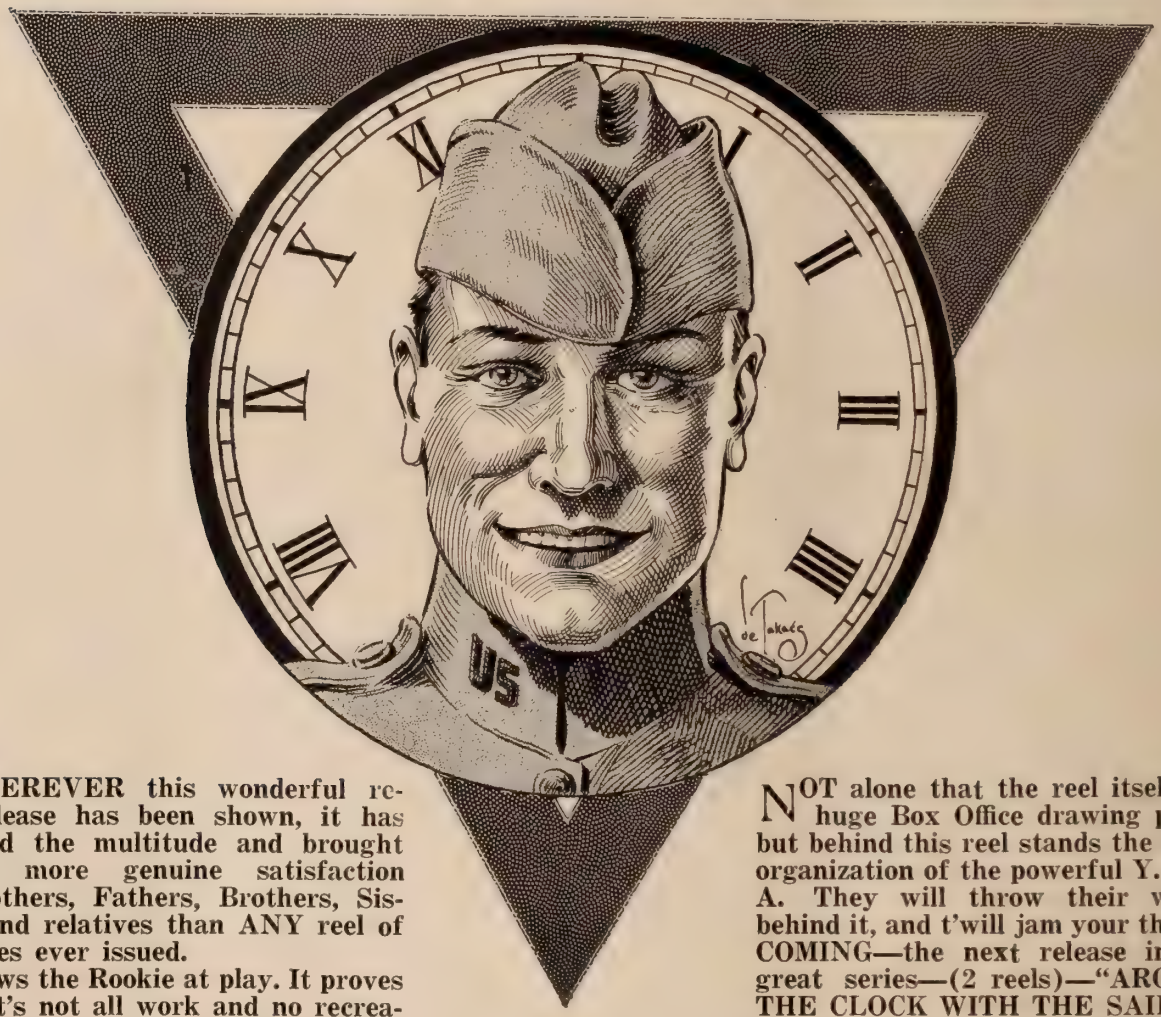
VOL. 7—
NO. 7

OCTOBER 5
1918

Fritzi Brunette in "The Velvet Hand"

The One Reel Sensation!

"AROUND the CLOCK with the ROOKIE"



WHEREVER this wonderful release has been shown, it has thrilled the multitude and brought home more genuine satisfaction to Mothers, Fathers, Brothers, Sisters and relatives than ANY reel of pictures ever issued.
It shows the Rookie at play. It proves that it's not all work and no recreation for our boys in camp. It was booked by Marcus Loew for two days —and was held one full week.

NOT alone that the reel itself is a huge Box Office drawing power, but behind this reel stands the entire organization of the powerful Y. M. C. A. They will throw their weight behind it, and t'will jam your theatre. COMING—the next release in this great series—(2 reels)—"AROUND THE CLOCK WITH THE SAILOR." Announce this new picture in advance, while showing "AROUND THE CLOCK WITH THE ROOKIE."

Book thru your nearest Universal Exchange, or communicate with the UNIVERSAL FILM MANUFACTURING COMPANY, Largest Film Manufacturing Company in the Universe, Carl Laemmle, President, 1600 Broadway, New York.

Bewitching

CARMEL MYERS

in "A SOCIETY SENSATION"

Never in the history of this great country have the people wanted happy plays as they do now. That's one reason for the leap in the bookings on all CARMEL MYERS productions. "A SOCIETY SENSATION" teems with happiness. Your patrons will enjoy it---talk about---that means money to you. See it and you'll book it. Use the special newspaper ad ready prepared for you. Get mat from your Bluebird Exchange.

BOOK thru your local BLUEBIRD Exchange or communicate with
BLUEBIRD Photo Plays, Inc., 1600 Broadway, New York City.

RIPPED

Real Meaning of the Paramount "Advance Payment Contract" Laid Bare by Prominent New York Law Firm

Places Exhibitor at Mercy of Corporation, Is One-Sided and Does Not Protect Showman in Any Way

Carl Laemmle

THE Universal Film Manufacturing Company recently submitted a copy of the Paramount "Advance Payment Contract" to Stanchfield & Levy, one of the country's leading law firms. This is the contract referred to in the trade as "the non-cancellable contract."

The Universal company has always considered this extraordinary contract one of the most dangerous things the motion picture trade has ever had to deal with--dangerous to the exhibitor and dangerous to the whole trade. This contract is plainly an instrument of monopoly. If enough exhibitors could be persuaded to sign it, the entire business of producers and distributors of motion pictures would fall into the grasp of one concern which would hold the exhibitors at its mercy.

Monopolies have been attempted in the picture industry several times in the past eight or ten years. They have failed

OPEN!

because they have been bungled. The present move to tie up the exhibitor has not been bungled so far because it is within the law.

The Paramount may consider it has a perfect right to attempt to monopolize the industry. Such an attempt possibly comes under the head of "strictly business." But if it is strictly business, you too should consider it strictly from a business viewpoint and defend yourself. You should not be any more loose in your methods than the other fellow. You should carefully weigh the meaning of the paper you are asked to sign and should not put your name to it and thus incur a serious and dangerous obligation merely because you like the salesman who asks you to sign it, or because he glosses over its drastic terms by assuring you that it is "merely a matter of form". It may be a mere "matter of form" when you sign it, but it becomes unfortunately, a matter of very uncompromising substance when it is enforced against you.

Few exhibitors think of consulting good lawyers before signing film contracts. This may be due to the fact that most contracts in the past have contained cancellation clauses. But the new Paramount contract contains no such clause, except possibly in instances where exhibitors have insisted upon it till they had the clause rubber-stamped in.

Carelessness in the past is no excuse for carelessness now. It was for this reason that the Universal company submitted the Paramount contract to the most brilliant law firm it could find and asked for an analysis that any lay mind could understand.

RIPPED OPEN

We have gone to this trouble and expense for the benefit of the exhibitors and for the benefit of the whole industry.

Stanchfield and Levy are the attorneys who successfully prosecuted the impeachment proceedings against Governor Sulzer of New York; they are the attorneys who successfully defended the Riggs National Bank; they won the famous Eno will case; and secured the freedom of Harry K. Thaw after other legal lights had failed. Therefore, their advice, given as though they were YOUR attorneys, is worth acting upon. So here is the letter from Stanchfield & Levy, telling exactly what the contract means to the exhibitor who signs it.

Read every word of it and thus fortify yourself with knowledge that is essential when you are doing business on a "strictly business" basis:

JOHN B. STANCHFIELD
LOUIS SAMTER LEVY
WILLIAM M. PARKE
SIEGFRIED F. HARTMAN

STANCHFIELD & LEVY
EQUITABLE BUILDING
120 Broadway, New York

UNIVERSAL FILM MFG. CO.,
1600 Broadway, New York.

September 13, 1918.

GENTLEMEN:—

In compliance with your request, we have examined the so-called "Advance Payment Contract" of the Famous Players-Lasky Corporation, generally known as the "Paramount Contract," and beg leave to submit the following observations thereon:

Paragraphs FIRST and SECOND of this contract are as follows:

> "FIRST: The Exhibitor agrees to pay the Distributor upon execution hereof the sum of ..... Dollars, the receipt whereof is hereby acknowledged, as an advance payment to be applied as herein provided. The credit thus established in favor of the Exhibitor shall, unless otherwise applied in accordance with the provisions hereof, be applied toward the payment of rental of photo-

Real Meaning of Paramount "Advance Payment Contract" Exposed

plays, deliverable under said contracts, released subsequent to August 15, 1919.

"SECOND: The Distributor shall have the option and privilege of deducting from the credit established hereunder in favor of the Exhibitor any sum or sums which may become payable to the Distributor under any or all of said contracts or under this contract, or the amount of any damage or liability liquidated or unliquidated, which may be suffered or incurred by the Distributor as the result of any breach by the Exhibitor under any or all of said contracts or under this contract. It is understood, however, that any such deduction by the Distributor from such credit shall not be construed as a waiver by the Distributor or any default or breach by the Exhibitor, or of any legal remedy of the Distributor. In the event of any deduction, as aforesaid, from the credit thus established in favor of the Exhibitor, the Distributor may require the Exhibitor, upon (5) days' written notice by the former to the latter, to make good the amount so deducted and upon failure by the Exhibitor to make good such amount within the period stated, the Distributor may at its option forthwith, by written notice, terminate any or all of said contracts, retaining at its option all sums remaining in its hands to the credit of the Exhibitor as liquidated damages."

The Advance Payment Contract means this to the Exhibitor: that he is compelled to establish a fund in the hands of the Corporation from which the Corporation, without any notice to him, may take for itself whatever it may claim against him by way of damages. Not only is the Exhibitor thus required to sign a confession of judgment in advance, but he must also pay the judgment before it is entered against him.

If the Exhibitor has used a film belonging to the Corporation and the Corporation asserts that this film was damaged while on the Exhibitor's premises, the Corporation is entitled in effect under the contract to deduct from the amount in its possession whatever the Corporation arbitrarily considers to be the extent of its damage. The Exhibitor has nothing to say. It is a Star Chamber proceeding. Perhaps the film was not damaged while in the Exhibitor's possession; perhaps it was damaged by the person to whom it was leased after the Exhibitor had returned it; perhaps the damage was trivial—on all of these points the Corporation's decision to the contrary is final and the

RIPPED OPEN

Exhibitor, without an opportunity to be heard, must yield to the judgment of the company, deciding and passing on a matter in which it is itself an interested party. In short, the Corporation makes itself the judge, the jury and the sheriff for the decision and enforcement of its own claims against the Exhibitor. It reserves the right to appropriate his money not only for the payment of rentals, but for all damages, "liquidated or unliquidated," for which it may consider the Exhibitor liable under the contract. The term "unliquidated damages" means damages arising out of claims such as for injury to film, delay in its return and any other act or acts on the part of the Exhibitor by which the Corporation may claim that it has been injured.

The Advance Payment Contract permits the Corporation to deduct from the Exhibitor's deposit "damages" for any alleged breach by the Exhibitor of any of the provisions of the contract AND ALSO FOR ANY ALLEGED BREACH BY THE EXHIBITOR OF ANY OF THE PROVISIONS OF ANY OTHER CONTRACTS THAT THE EXHIBITOR MAY HAVE MADE WITH THE CORPORATION AT ANY TIME IN THE PAST.

The Exhibitor is entirely at the mercy of the Corporation. The Corporation not only determines whether it has a just claim, but it also determines the amount of the claim and pays itself out of the Exhibitor's money. The Exhibitor cannot even prove an alibi: he cannot show that the claim which is asserted should be made against some one else and that he has not done the Corporation any wrong.

The decision of the Corporation is final. The contract affords the Exhibitor absolutely no remedy whatsoever. No hearing is accorded him and there is no appeal from the Corporation's decision. There is not even a provision for the arbitration of a disputed claim.

But this is not all. The contract also provides that after the Corporation shall have paid itself out of the Exhibitor's money for any claim it may have, the Exhibitor must, on five day's written notice, make good the amount deducted from his deposit, in default of which the Corporation may cancel his contract and appropriate to itself whatever balance may be left in its possession to the credit of the Exhibitor after the deduction of the amount of its claim. In other words, if the Exhibitor should make bold to dispute the Corporation's claim for damage or its right to make any given deduction, he is penalized by forfeiture of the entire amount of the deposit, no matter by how much it may exceed the amount in dispute.

In our opinion the contract is one-sided and does not attempt to protect the Exhibitor in any way.

Very truly yours,

STANCHFIELD & LEVY

Delightful

Edith Roberts in "BEANS"

"A MILLION IN BEANS BUSTS BREWSTER"—

BETTY BREWSTER was rushing to San Francisco with a batch of documents which, if delivered on time, would mean a fortune in beans for her father. Father in the meantime was camped out at home with the belligerent gout.

On that trip, from her home in Los Angeles to San Francisco, Bety was beset by her father's business opposition, who sought, by fair means or foul, to get the papers from her. Did they succeed?

Oh, but that would be spoiling a ripping story and a fascinating photoplay, that simply sizzles from beginning to end.

"BEANS" is a modern delightful comedy of errors.
"BEANS" will make you chuckle with delight.
"BEANS" will bring you an evening of rare entertainment—Bring the whole family.

(Your Theatre Name Here)

T. C. Cut No. 28—Mat 20c.

Use this Newspaper Ad on EDITH ROBERTS in "BEANS"

This ready prepared ad in mat form can be had at your Bluebird Exchange for 20c. It will save you time and money in getting up your own ad on this feature. Likewise, you can get mats on all BLUEBIRD productions from your exchange. Place a standing order for mats of all ads and do it NOW.

BLUEBIRD PHOTOPLAYS (Inc.), 1600 Broadway, N. Y.

BOOK thru your local BLUEBIRD Exchange, or communicate with BLUEBIRD Photoplays (Inc.), 1600 B'way, N. Y.

UNIVERSAL ANIMATED WEEKLY and CURRENT EVENTS

TROPHIES CAPTURED FROM THE HUNS -ALLIED EXHIBIT, CHICAGO, ILL.

AMERICA'S MANHOOD REGISTERS FOR SERVICE

24,000 TIRE AND MORE THAN 700,000 TO COME

AUGUST KRAUSS FORMERLY OF THE GERMAN ARMY

HARVARD DROPS FOOT-BALL FOR WAR GAMES

GENERALS GERARD, PASSAGA and EDWARDS REVIEWING "SOME OF THE BOYS"

AIR MAIL FROM NEW YORK TO CHICAGO PROVES SUCCESS

Book Them! Boost Them!

THE BIGGEST TEAM OF MONEY-GETTERS ON THE ENTIRE MARKET.

THE UNIVERSAL ANIMATED WEEKLY AND CURRENT EVENTS constitute a powerful team of money-getters every week. Hundreds of theatres have awakened to the Box Office power of the U Weeklies. BOOK 'EM BOTH TODAY. Keep your crowds coming REGULARLY every week.

* * * * * * * *

Book thru your nearest Universal Exchange, or communicate with the UNIVERSAL FILM MFG. CO., "Largest Film Mfg. Co. in the Universe," Carl Laemmle, President, 1600 Broadway, New York, N. Y.

Dorothy Phillips

The Talk of The Town

If this dazzling production were not a Universal Special Attraction, it would most certainly be a State rights picture at a State Rights price.

See it and you'll have a new idea of picture values. Book it and you'll know all that Universal Special Attractions can do for your House.

Your nearest U. Exchange. Universal Film Mfg. Company, Carl Laemmle, Pres. 1600 Broadway, N. Y.

MEMBER OF THE NATIONAL ASSOCIATION OF THE MOTION PICTURE INDUSTRY

THE MOVING PICTURE WEEKLY

A MAGAZINE FOR MOTION PICTURE EXHIBITORS

Published Weekly by the MOVING PICTURE WEEKLY PUB. CO.
1600 BROADWAY, NEW YORK CITY

PAUL GULICK, *Editor* JOE BRANDT, *Bus. Mgr.*

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Vol. 7 OCTOBER 5, 1918. No. 7.

"The Yellow Dog" Coming To the Broadway Theatre

FOLLOWING its tryout at the Superba Theatre in Los Angeles "The Yellow Dog" has been given a final polishing and will be presented for a run at the Broadway Theatre in New York City beginning September 29th.

Realizing that this production will have a great bearing upon the vital question of suppressing enemy propaganda, it was decided to put the screen version of Henry Irving Dodge's brilliant indictment of patriotically deficient Americans, to the test of public approval in Los Angeles, where any changes found necessary could be made without delay. The production, however, was received with great enthusiasm and the only changes that have been made are in the matter of "dressing" the titles.

Throughout the United States there are now over one thousand Anti-Yellow Dog Clubs, with a membership of over one million, that will greet this Jewel Production when it is released on November 4th, and it is confidently expected that the campaign against the spread of Hun-bred discouraging rumors will receive added impetus when the vizualized effects of yellow dogism are seen on the screen.

While the Universal Film Company has produced many stimulating patriotic films since the war began, "The Yellow Dog" is decidedly different from the features that have preceded it. It deals with the treacherous phases of the war as it is being secretly fought in America and is faithful to the printed story that called into being a gigantic civilian army to fight the influence of the German propagandists.

The story from which this film was adapted stands unique in the literary world. It is a tale of plain, ordinary people in an average small suburban town, without any apparent idealization by the author in depicting the important roles they play in the great war. Yet of all the war stories dealing with the first line trenches and describing battle scenes none to date have aroused such militant patriotism as this story by Henry Irving Dodge, in which there are no battles. no troops, no military scenes nor naval views.

The furore created by the story is attributed to its intense human interest. It brought the war right home and showed the people in civilian clothes that they too had battles to fight with a branch of the Hun army more dangerous than the German in uniform. In fact, clothed in its strong vein of humor "The Yellow Dog" points to a double enemy: the secret agent of the Hohenzollerns and the incontinent tongue of the headstrong, thoughtless American.

The literary critics in reviewing the book were unanimous in declaring it to be a great "win the war" story, and the opinion of the New York Times is an example of how the book was received in printed form.

The literary critic of the New York Times said in the issue of August 11th:

"Mr. Dodge's idea and the story in which it is embodied are both so good that they have had immediate success and 'Yellow Dog' societies are being organized in many towns and cities for the purpose of spotting and showing up the slimy spies by which the enemy is making good

(*Continued on page* 23)

IF you want to know what papers are independent in the moving picture field, just observe which ones run the analysis of the Paramount contract which you will find starting on page 2 of this issue of the Moving Picture Weekly. It was sent to all the trade papers with photographic copies of Stanchfield & Levy's letter. See page 2.

TITLES OF CURRENT EVENTS SCENES ON OPPOSITE PAGE.

1. Secretary of State Hugo, over six feet himself, exhibits full measure of Official Soldiers' State Ballot.

2. Italian soldiers experimenting with a captured German Machine Gun.

3. U. S. Government enters real-estate business to provide apartment houses for its stenographers.

4. It isn't so difficult to fly, but it is hard landing occasionally. No one was hurt in this crash, however.

5. All these doughboys are cursed with cooties. When they will come out, they will have a bath and a suit of clothes.

6. Secretary Daniels attends the graduation exercises of 600 ensigns at Annapolis.

Why Worry About the Draft?

YOU have two chances—either you are drafted or you are not. If you are not, you have nothing to worry about. If you are drafted, you have two chances—you are in camp or you are at the front. If in camp, you have nothing to worry about. If you are at the front, you have two chances—either you are held in reserve or sent to the firing line. If you are sent to the firing line, you have two chances—either you fight or you don't. If you don't, you have nothing to worry about; if you do, you have two chances—either you get hurt or you don't. If you don't, you have nothing to worry about, and if you do, you have two chances—either you are slightly hurt or you are badly hurt. If you are slightly hurt, you have nothing to worry about; if badly hurt, you have two chances—either you recover or you don't. If you recover, you have nothing to worry about; if you don't, well, you still have two chances. (*A paraphrase of a French Poilu's argument, and sent to all its accounts by a Universal Exchange.*)

SCENES FROM CURRENT EVENTS No. 72.

(For Titles see page opposite)

FIGHTING

Latest Authentic and Official Briti

REMEMBER this point
booking — "FIGHTIN
FOR FREEDOM" a
use it as a vital selling argume
in advertising these big ree
THESE ARE THE OFFICIA
BRITISH WAR PICTURE
RELEASED SOLELY THR
THE UNIVERSAL FILM MF
CO. YOU CAN'T SEE THE
ANYWHERE ELSE, AND YO
CAN'T GET THEM AN
WHERE ELSE. Thus, if y
book them for your house, y
have your competition lick
because they are exclusiv
These OFFICIAL films are
leased in—

7 WONDERFUL EPISODES

Tell your public that you ha
secured the OFFICIAL BR
ISH WAR PICTURES, showi
every phase of the British
tivity in the war in alm
every quarter of the glo
Tell them they can see th
ONLY at your house. T
them the series consists o
wonderful episodes that
man, woman or ch
should mi

FREEDOM

War Pictures in Seven Episodes

YOU can clean up with this big series. First, because you may have it exclusively for your house if you book immediately—and, secondly, you get your crowds seven times with these seven big episodes. Already prepared is a powerful campaign book containing all the ads in great variety, each carrying a tremendous wallop. You can get advance slides, also ing posters in many sizes, press dope and every conceivable selling help complete at your nearest Universal Exchange. GRASP THIS OPPORTUNITY TO CLEAN UP with an EXCLUSIVE series. WIRE TODAY to any Universal Exchange, or—

Ask thru your nearest Universal Exchange, or communicate with the

UNIVERSAL FILM MFG. CO., "Largest Film Mfg. Co. in the Universe," Carl Laemmle, Pres., 1600 Broadway, New York.

TERRIFIC BUSINESS

Strand Theatre, Newark, Swears by Special Attractions because "The Mortgaged Wife" brought them a wonderful week's business

Strand Theatre, Newark, N. J.
CHARLES H. DUENZ, Mgr.

BIG U. FILM EXCHANGE, Inc. *Sept. 9, 1918*
1600 Broadway,
New York City, N. Y.

Gentlemen:—

I herewith give my opinion of "THE MORTGAGED WIFE" which we played THE WEEK OF SEPTEMBER 1.

We opened to a terrific days business the first day and business was way above the average during the entire week and Saturday was capacity from morning until night.

We attribute the business entirely to "THE MORTGAGED WIFE" as the balance of the program for that week was very weak. As a picture it's a "cracker-jack" and we will take pictures of this calibre as fast as you can make them.

The best criterion of all is that we had 'phone calls for four or five days after the engagement asking where "THE MORTGAGED WIFE" could be seen.

Yours very truly,
(signed) CHARLES H. DUENZ,
Strand Theatre
Newark, N. J.

Doubling
and
tripling
in
popularity
and
Box Office Power
in hundreds of
live wire houses

LYONS MORAN

STAR COMEDIES

Latest Release:

"Frenzied Film"

BOOK THRU ANY
UNIVERSAL EXCHANGE OR
UNIVERSAL FILM MFG. CO.
CARL LAEMMLE, PRES.
1600 BROADWAY, N.Y.

An Open Letter to

MR. A. H. BLANK

Des Moines, Iowa

DEAR MR. BLANK:—

Will you do me the favor of calling up the Universal Film Exchange, 918 Locust St., your city, and have them appoint an hour for you so that you may personally review our latest Universal Special Attraction, "THE TALK OF THE TOWN," starring DOROTHY PHILLIPS.

I want you to compare it with any picture made this season, or any other season, by any Producing Film concern in the world. That's the acid test, for by the merit of the picture alone must it win.

I want to call your attention to the Box Office power of this Universal Special Attraction. The title will help pull you capacity. The Star is popular in your territory.

I want you to note the details of this production, the engrossing character of the story, the continuity and smoothness of the picture and the entertaining qualities throughout.

These are the factors that make your people come back for more. These are the factors that build the quality prestige for your Theatre. Pictures such as this are the life blood of your business.

Will you, after you have reviewed this production, write me your personal opinion of it, for I am going to prove to you that in Universal Special Attractions we are putting on the market the very finest and very highest class pictures in the trade, bar none. I shall await your review with great interest.

Cordially yours,

Carl Laemmle

FRITZI BRUNETTE
— and brilliant supporting cast in one of the most gripping Dramas of the Season
"THE VELVET HAND"
DO NOT MISS THIS FASCINATING PLAY
Did you see Fritzi Brunette in that great play "PLAYTHINGS?" Then you will surely want to see her in her latest play, "The Velvet Hand."

(Theatre Name Here)

T. C. Cut No. 40—Mat 20c.

Your nearest Bluebird Exchange will furnish you with a mat of FRITZI BRUNETTE in "The Velvet Hand." This kind of advertising will help you draw the crowds.

BOOK thru your local BLUEBIRD Exchange, or communicate with BLUEBIRD Photoplays (Inc.), 1600 Broadway, New York City.

Six-sheet poster.

Here Are

DESIGNE

DOROTHY PHILLIPS '

DOROTHY PHILLI

At top of this page a 6-sheet, bottom left is a 1-sheet and so is bottom right.

One-sheet posters.

The Posters

FOR

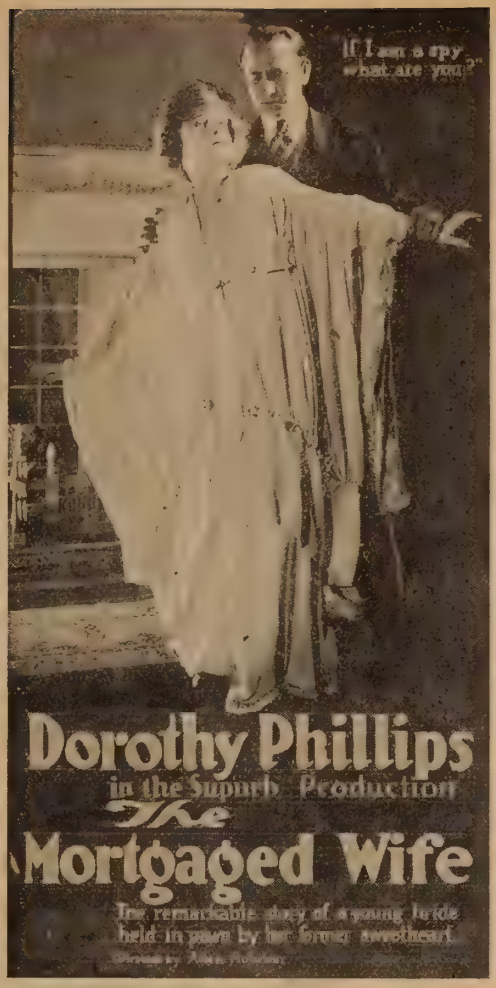
"The Mort-gaged Wife"

SPECIAL ATTRACTION

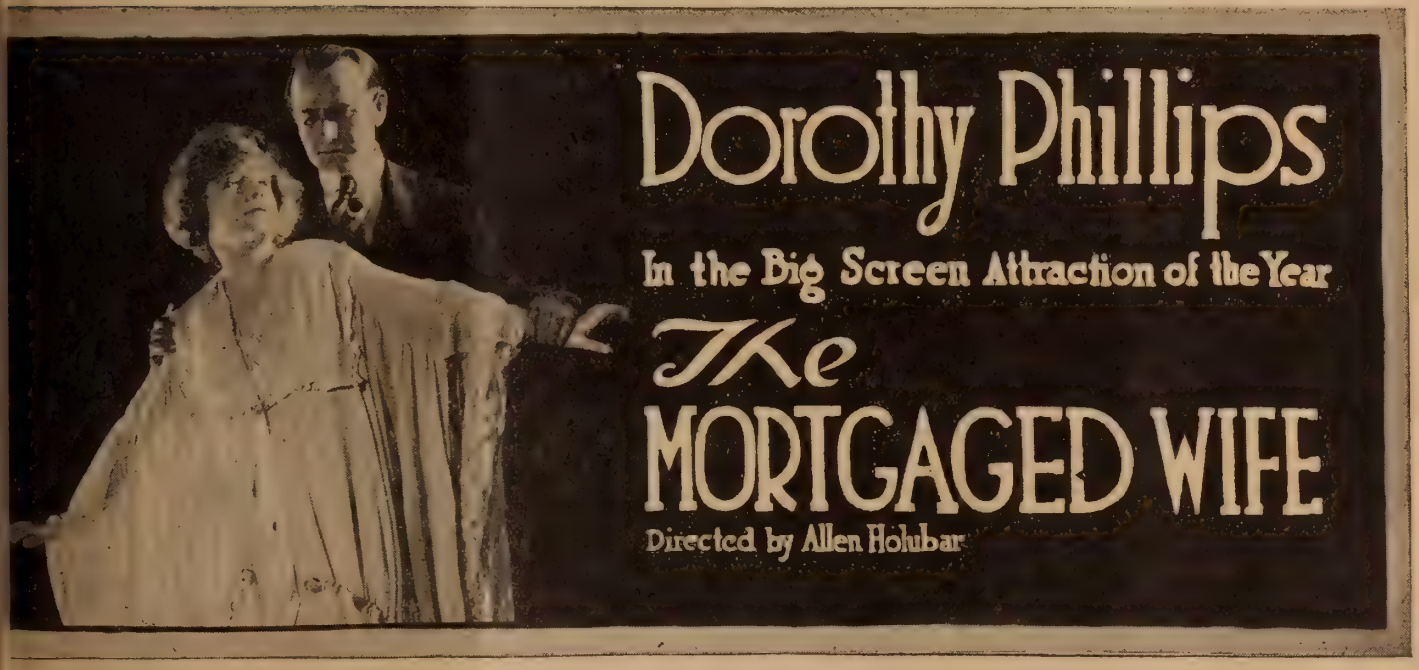
The two upper cuts are 3-sheets. The bottom cut on this page is a 24-sheet.

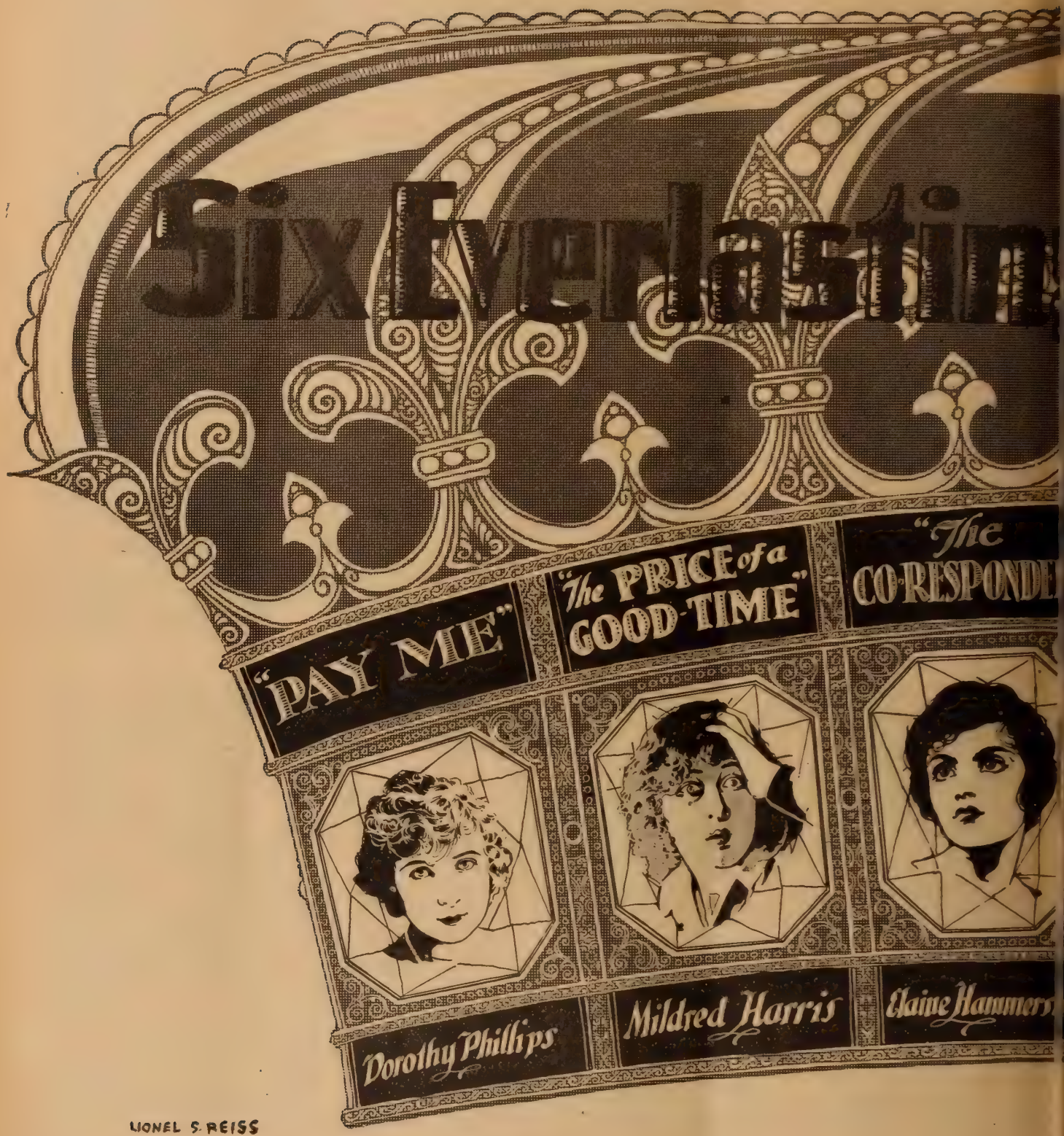
Dorothy Phillips
In the Big Attraction of the Year
The
MORTGAGED WIFE
The Remarkable story of a young bride held in pawn by her former sweetheart

Three-sheet poster.


If I am a spy what are you?
Dorothy Phillips
in the Superb Production
The
Mortgaged Wife
The remarkable story of a young bride held in pawn by her former sweetheart

Three-sheet poster.



Twenty-four sheet poster.

Book thru any Jewel Exchang

Home Office, 1600 Broadway N.Y.

This Week's Big 2 Reel Special

Fearless Daredevil

HELEN GIBSON

in

"The Fast Train"

Five Reels of thrills boiled to 2 Hurricane reels

Book thru your nearest Universal Exchange, or communi cate with the UNIVERSAL FILM MFG. CO., "Largest Film Mfg. Co. in the Universe," CARL LAEMMLE, Pres., 1600 Broadway, New York, N. Y.

A Letter From Sergt. Joe Ward

Sergeant Ward in centre and John Ward's other sons on either side of him.

HERE is a letter from Joe Ward (Sergeant Joe Ward), formerly a faithful worker in the Universal Supply Department, now on the way to Berlin with a few million other boys of the American Expeditionary Force. Joe is the son of John Ward, manager of the Shipping Department. Mr. Ward has three stors in his service flag, and, just because he could not get all his boys together for a picture, we have taken the liberty of joining them in this cut. The letter, which follows, was written to a member of the Publicity Department.

"August 25, 1918.

"Dear Mr. Friedburger:

"It's about time I wrote to you, as quite often my father sent me your kind regards, but, between drilling and making our trips up front, we are kept pretty well on the go. The last two months have been trying ones.

"You, no doubt, have read the full account of the doings of the Americans which were published in the papers. They give the account of the advance, and, if it wasn't for the Censor restrictions, they would give you a good story of the actual battles. I wish I could, too.

"Such things as wading across streams, crawling on your stomach for several hundred yards under machine-gun fire and the big and small shells, make up some of the troubles we have to go through in chasing the enemy.

"A moving picture camera on the field could get some very good stuff making an exciting and interesting picture, but—he would not stay there long with a camera, for Fritz would put him out of business in a short time. France is a nice country for scenery. She has some beautiful cities, too, but when it rains we have mud for the next week. Especially, if we are up front. We have met the New York Division from Yaphank, and they were all fine at that time and, since we have heard, they also have done some good work.

"To know the real ins and outs of this game, one has to get in the infantry. For an exciting and thrilling time this is the game. I have had some pretty close calls, but so far have gotten away without a scratch. The last three trips I had charge of the Battalion Snipers, and we had some jobs to do—climb trees, lay on No Man's Land in wheatfields, and one fellow laid in water behind a bush just to get an enemy sniper and machine-gun operator. This work is interesting, but dangerous.

How is everybody in the office? Give my regards to Mr. Laemmle, George Kann, Paul Gulick and all the others I know.

"With best wishes and hoping this finds you well, I am,

"Sincerely,

"JOSEPH WARD,

"Sergeant, Company B, 165th Infantry, American Expeditionary Force.

"APO715."

"WID" COMMENDS LYONS-MORAN COMEDY.

Saw "Frenzied Fillum" by Accident At the Broadway Theatre.

IT isn't often that "Wid" condescends to notice anything less than a five-reeler in his well-known organ de critique. But, while he was at the Broadway seeing "The Talk of the Town" (which he liked very much, as you will see in next week's Weekly), he saw a Lyons-Moran star comedy, called "Frenzied Fillum." Here is what he says about it:

"Eddie and Lee sure handed me some real laughs in a comedy I caught over at the Broadway last week. It was called 'Frenzied Fillum" and was a 'Burlesque' on the 'movie' meller. They first introduced the director and scenario writer, with their previous vocations appended, and then we saw them going into the projection with the reels under their arms. From here on we got one of the funniest and wildest things I have seen in a long, long time with cut-in flashes of Eddie and Lee watching their work, the operator holding his nose and the prospective buyers deciding on what would be best to do with the 'stars' after the picture was over. Just to make sure that no one would take them seriously they let the camera man in on the fun, and he shot sets crooked, let the braces get into the picture, cut the players off at the neck and let things go to h—l generally. We had Eddie and Lee getting a complete change of wardrobe while going from one set to another, and the climax to the wild action came when Eddie came back into Set No. 1, where the bride and guests had been waiting while he went up to Alaska and got the willun, Lee Moran. It was certainly funny to me and should be a sure-fire bet anywhere. The afterthought, the saddest part of it all, is the fact that even in these days of artistry and advanced methods some producers still permit awful blunders, almost as glaring as the ones Eddie and Lee purposely put in this to make it a comedy."

THE YELLOW DOG COMING TO THE BROADWAY THEATRE.

(*Continued from page* 10)

Americans do his work for him. The little book ought to have readers by the hundred thousands and every one then ought to ask himself with deep searchings of the heart, 'Am I or have I been at any time a Yellow Dog?'"

If the screen is as we claim, mightier than the printed word in circulating thought, then the premier of Jewel's production of "The Yellow Dog" will herald the advent of a great force in the battle against the Hun on this side of the Atlantic.

It's pouring money in hundreds of theathres

"THE BRASS

BRASS

It brings You
Star of all Seria

BUNK SERIALS

SILLY SERIALS

AMATEURISH SERIALS

WEAK SERIALS

The most beautifu

JUANITA

It is the public's never-ending love for a bea
tiful girl that enhances the Box Office pow
of "THE BRASS BULLET." Given two seria
of equal dramatic value, allow one, a mediocr
looking Star, and the other a fascinath
beauty, playing the lead, and the latter w
outpull the former two to one. Precisely
this the case with "THE BRASS BULLET
featuring bewitching JUANITA HANSE
Here is an asset that hits you directly
your cash till.

Book thru your nearest Universal E
SAL FILM MFG. CO., "Largest Film
President. 1600 B

l in Serial Pictures

HANSEN

Sufficient advertising props, photographs, photo gelatines, posters and other paraphernalia are at your disposal at your Exchange to put over this beautiful girl in "THE BRASS BULLET." Back of this serial is a magnetic story, full of the fire of youth, action, love, romance, and drama galore, with punches to the limit, all logical throughout. See ANY episode, or, several of them, and you'll book instantly.

, or communicate with the UNIVER-
. In the Universe," CARL LAEMMLE,
, New York, N. Y.

—comes to the front again with another side-splitting comedy smash, featuring

ALICE HOWELL

and her trained troupe of actors whose work in "UNTAMED LADIES" will shake your house with roars of laughter. Book and boost ALICE HOWELL and get ready money that's waiting for you in every Century Comedy that features ALICE HOWELL. Every Century release is a sure fire winner. Money is no object in the making of these comedies to provide you with the best in the business.

BOOK THRU YOUR
UNIVERSAL EXCHANGE
OR
UNIVERSAL FILM MFG. CO.
CARL LAEMMLE PRES.
1600 BROADWAY, NEW YORK

CARMEL MYERS
RUTH CLIFFORD
EDITH ROBERTS
JUANITA HANSEN
MONROE SALISBURY
VIOLET MERSEREAU
BLUEBIRD
STARS

In New York alone—
in the first Week
of Release—57 Theatres
have booked

"CRASHING THRO

ALL EXISTING RECORDS
SHATTERED

READ AND THINK!

$2836.85
In 7 Days in a 283 Seat House

Ever in your life hear of a house with less than 300 seats taking in two thousand eight hundred and thirty-six dollars on ANY production in seven days? This is what "CRASHING THROUGH TO BERLIN" did in the Casino Theatre, Madison St., Chicago, Ill.

Did we tip you off on "THE KAISER, THE BEAST OF BERLIN?" Did we tip you off on "THE GEEZER OF BERLIN?" Then take this straight tip quick and wire for "CRASHING THROUGH TO BERLIN;" $2,836.00 in seven days.

JEWEL PRODUCTIONS
INCORPORATED
Executive Offices, 1600 Broadway, New York City

In the U.S. over 550
Theatres have booked and
hundreds are now booking
to clean up with

UGH TO BERLIN"

All World's Records SMASHED!

Read this—if you don't read another Ad in this entire magazine

$2836.85

in ONE (1) week in cash in a 283 seat House on "CRASHING THROUGH TO BERLIN"

Every existing theatre record SMASHED into smithereens. Unparalleled! Never before heard of. A record that will stand for years ($2,836.85) in spot cash—two thousand eight hundred and thirty-six dollars and eighty five cents in ONE WEEK. Ever heard of a record like that in a 283 seat house? You didn't, nor we didn't, nor did anyone else.

REMEMBER—please a 283 seat house in 7 days showing of "CRASHING THROUGH TO BERLIN" takes in all that money. Who believed that to be possible? It smashes even the "KAISER, BEAST OF BERLIN," records. The Casino, 58 W. Madison Street, Chicago, Ill. Want some of the money? Speak NOW to your nearest JEWEL Exchange.

-'Twill burn in your brain Forever!

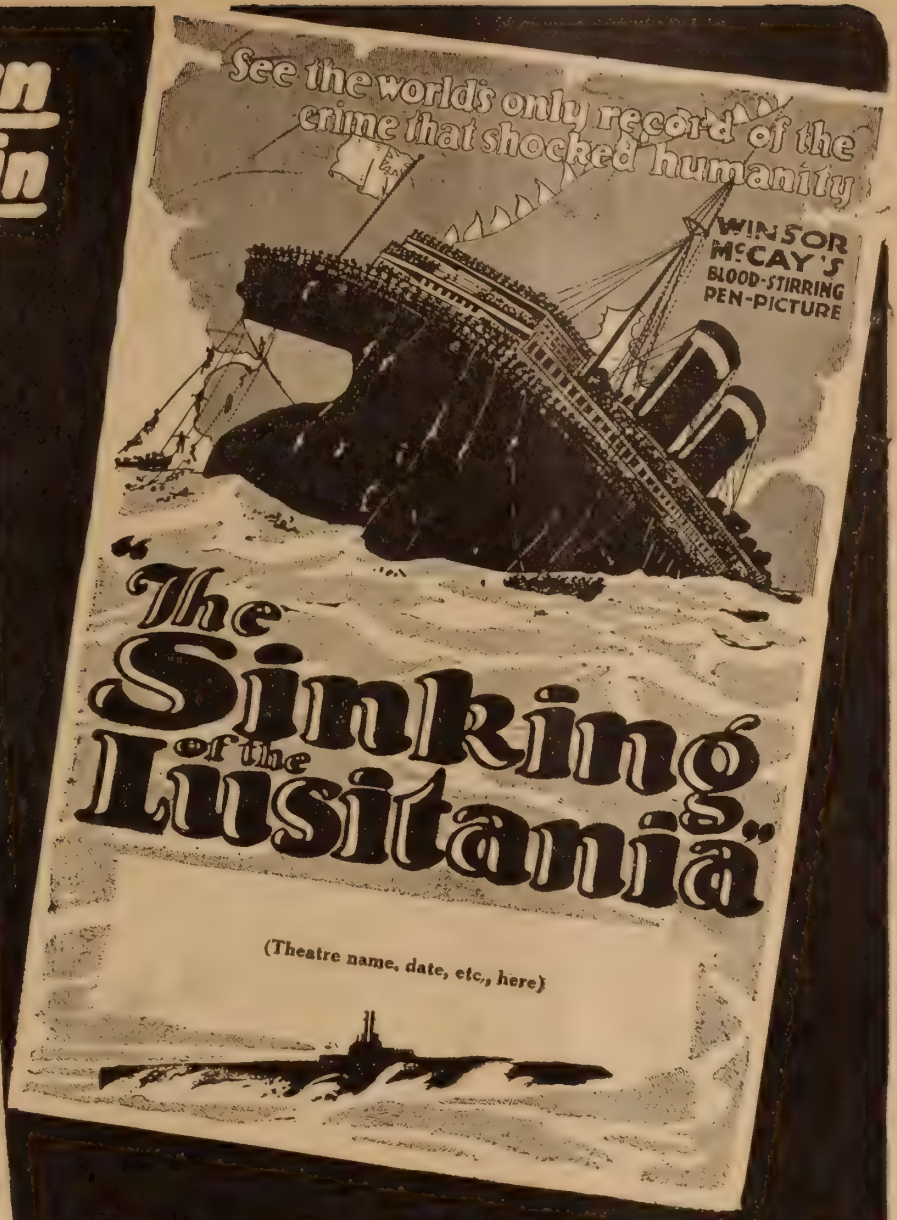
-down -down -down

"THE SINKING OF THE LUSITANIA"

The world's only record of the crime that shocked humanity

SEE IT from beginning to end—the sailing, torpedoing, explosion, sinking, rescues, famous men and women who were lost—the most amazing picture ever shown. Authentic to the last detail. Once seen, never forgotten.

Your theatre name here


See the worlds only record of the crime that shocked humanity
WINSOR McCAY'S BLOOD-STIRRING PEN-PICTURE
"The Sinking of the Lusitania"
(Theatre name, date, etc., here)

Book this Reel Use these Ads.

JEWEL Productions INC
1600 Broadway, New York City

PRESS SHEET FOR CARMEL MYERS IN "A SOCIETY SENSASION"

A BLUEBIRD PHOTOPLAY

THE STORY

"CAP'N" PARMELEE, a fisherman, has an obession that he is a nobleman. In fact he has believed it so long that he has come to live the part and plans in his own mind great things for Sidney, his beautiful daughter.

Mrs. Jones, a climber in San Francisco society, hears of the old man's claim to nobility and decides to put one over on Mrs. Bradley, the social leader of the town. Mrs. Jones borrows Sydney as her guest and introduces her to San Francisco as a duchess.

When her claim to nobility falls through and Sydney returns to the fishing village, Mrs. Jones confers with her lawyer, arranges a nice noble family tree for the Parmelee family and the Captain and his daughter believe that they are of Britain's nobility.

Mrs. Bradley's son falls in love with the lovely Sydney and refuses to abandon her when she tells him that she has been masquerading as a duchess. He follows her to the fishing village, where a terrific fight ensues between Bradley and a young fisherman who too loves the beautiful girl.

After a series of difficulties, which make the photoplay unique in brilliant action, Sydney and young Bradley are married at an island festival.

Story by Perley Poore Sheehan.
Directed by Paul Powell.
Scenario by Hope Loring and Paul Powell.

CAST.

Sydney Parmelee	Carmel Myers
Jim	Fred Kelsey
Dick Bradley	Rodolpho De Valentina
Mary	Sasu Pitts
Capt. Parmelee	Alfred Allen
Tommy	Harold Goodwin

FOR THE HERALD

SYDNEY PARMELEE, the beautiful daughter of a fishing captain, had been brought up to believe that she was a duchess.

When the story became generally known through the newspapers, a Mrs. Jones, who found herself slipping on San Francisco's social ladder, rushed to the little fishing village and borrowed Sydney as her guest, knowing that to be hostess to a real duchess would be the making of her socially.

When Sydney's claim to nobility was disproved, Mrs. Jones promptly trumped up a nice family tree for her.

What happened then?

To know you must see Carmel Myers in "A Society Sensation," her latest and most delightful Bluebird photoplay.

Of course one would naturally think that San Francisco's society folk would at once disown both Mrs. Jones an the lovely pseudo duchess.

Did they?

Well, it would simply spoil a mighty appealing photodama to tell you. You must see the working out of this delightful Bluebird with your own eyes.

SAN FRANCISCO SHOCKED BY SOCIETY SENSATION.

Carmel Myers Creates Stir in Latest Bluebird Photoplay.

SAN FRANCISCO society received a shock that set all tongues wagging recently when Mrs. P. J. Jones, one of the lesser social lights, opened her palatial home to a little waif whom she believed to be a duchess.

Legal investigations financed by rivals of Mrs. Jones in the social whirl revealed the fact that the attractive little girl was not of noble birth and that she was the daughter of Captain Parmelee, a well known character in the fishing village on the southern coast.

This society notice, which was held from the papers at the pressure of moneyed influence, tells the story in brief of little Sydney Parmelee who cut a wide swath in San Francisco society and surprised the town by marrying one of the richest young men even after she was proven to have been the daughter of a humble fisherman.

Carmel Myers, the bewitching Bluebird star, plays the role of Sydney Parmelee in "A Society Sensation," her latest and most lovable photodrama.

See it tonight at the..... Theater.

See a story in beautiful photography that the society editors longed to print but were afraid.

Remember "A Society Sensation" is to be at the.....Theater tonight.

CARMEL SAW NEW YORK BUT CANNOT PROVE IT.

CARMEL MYERS, the lovely star of "A Society Sensation," a Bluebird photodrama of unusual appeal which is being shown at the .....Theater, has returned to the Bluebird studios from New York.

Although the Myers home in Los Angeles is the original stamping ground of early rising and earlier retiring, Miss M. ers and her mother were stepping out in New York and as a result spent most of the days in sleep.

Consequently Carmel has no knowledge with which to prove that she has been in New York.

To overcome this shortage in facts she purchased a book on the train entitled: "New York and Its Environs." This she read faithfully all the way home so that she would at least know where the Flatiron Building loiters.

Carmel is to be seen tonight at the.....Theater in "A Society Sensation."

THE Kaiser's U-boat commanders missed a fine chance at Balboa off the Southern California coast recently when Fred Kelsey, one of the players supporting Carmel Myers in "A Society Sensation," her latest Bluebird, put out to sea in a rowboat. Kelsey pulls a strong oar and so does the wind. herein rests the plot of this epic. It will be shown at the.....Theater on.....

ADVERTISING CATCH LINES

LOVE WITH A VENGEANCE.
THE PRISON BRAND.
SOLITARY CONFINEMENT.
THE PENDULUM OF LUCK.
THE BADGE OF SIN.
BREAD AND WATER.
LOVE OR REVENGE?
HE WINS IN A GALLOP.
THE CAPTIVE EAGLE!
A SOUL IN SHACKLES!

AT A GLANCE.

STAR—Harry Carey.

PREVIOUS HITS—"The Scarlet Drop," "Thieves' Gold," "Straight Shooting," "Wild Women," "Bucking Broadway," "Phantom Riders," and other big successes.

DIRECTED BY Jack Ford.

SCENARIO BY Eugene B. Lewis.

SUPPORTING CAST — Neva Gerber, Harry Carter, Charles Hill Mailes, Joseph Harris and a flock of the famous Harry Carey hard-riding cowpunchers.

LOCALE—A penitentiary. The solitary cell. The warden's office. Open country. A Western dance hall.

TIME—A decide ago.

THUMB-NAIL THEME—Harry Carey, as Cheyenne Harry, is in prison. So, too, is Buck Masters, a man clever with figures. Masters ciphers his way into the good graces of the warden's son and is pardoned. The prison accounts have been juggled. The warden's son is called upon by Masters for money. Warden's son releases Harry with the understanding that he will get something on Masters and bring him back to prison. Harry catches Masters robbing a stagecoach and arrests him. Then he finds that Masters is the brother of the girl he loves. He recaptures him from the posse taking him to prison. A wedding follows.

ADVERTISING PUNCHES.

1.—The fact that Harry Carey is an ace among Western actors with a flock of screen victories to his credit.
2.—Prison scenes in which the sympathy f the spectator is focused on the star.
3.—A clever story with a punchy twist.
4.—Tremendous wallop along with the love element.
5.—The sensational feature of taking a prisoner away from a posse after said prisoner had been turned over to posse for prison.
6.—A flying squadron of real cowpunchers in fast Western action which is always popular.

MAN'S HEART IS WON BY A DANCE HALL GIRL.

Harry Carey Is Coming Soon in "Three Mounted Men."

WOULD you trust your heart to a girl who n ade her living singing and dancing in a frontier drinking place? Do you think such a girl could be worthy of your friendship?

In "Three Mounted Men," the masterful Universal feature in which Harry Carey appears with Neva Gerber, a man does this very thing, with full confidence in her worthiness.

Lola wasn't a bad girl at heart and she became a professional dance hall girl only so she could support her mother and herself. Her brother, Buck Masters, was a convict serving a term in jail.

One day Bill came back to the little frontier town and found Lola. He determined she must not sing or dance for drunken miners any more. He planned a stage coach robbery and——

When Buck left the prison he was at odds with the warden's son over some dishonest manipulation of prison accounts. Soon afterward the warden's son sent Cheyenne Harry after him. Harry went to the little town where Buck's sister and mother lived. He met Lola and fell in love with her.

How the forger was apprehended through the efforts of Cheyenne Harry, but released by him later, is shown in "Three Mounted Men," which comes to the .....theatre on.....

NOTES.

Harry Carey, Universals first bet as a Western star, has a ranch near the studio, at Universal City, where his pictures are made. With a provident eye to business he chose the situation as t' ugh he were to stage pictures there. Now the "location" is famous, though few who see Careys numerous plays know that many of the scenes are shot on his own range. There are several choice examples in "Three Mounted Men," his latest -pecial, which comes to the ..... theatre on .....

Another of Harry Ca-eys famous special attractions, "Three Mounted Men," will be seen at..... theatre to-night, adding another evening made significant by this superb Western actor.

The methods sometimes used by grafters in great penal institutions to rob the state through the exploitation of prisoners are exposed in "Three Mounted Men," the thrilling Universal feature, with Harry Carey, which will appear at the.....theater on .....

Almost any man will "go straight" under the influence of the love of the "right" woman. Cheyenne Harry does it in "Three Mounted Men," which will be shown at the ..... theatre on .....

How one convict was pardoned to catch another is shown in "Three Mounted Men," in which Harry Carey will appear at the ..... theatre on .....

"His Royal Nibs"

Nestor Comedy.

PIMPLE going into court one day, deciding that he is too good for his wife. He resolves to get a divorce and marry a girl he has always been fond of. In court his wife, seeing him with his sweetheart on the witness stand, hits him with a bottle on the head. Pimple decides that for the time being he will not get a divorce—and remain "His Royal Nibs."

"The Price of a Rotten Time"

Lyons-Moran Star Comedy.

THE peaceful couple, Eddie and his wife Dot, are anticipating a wonderfully good time while spending their holiday in the country. BUT—Dot's mother, brother and five upstart children arrive, only to kill all the dreams for Eddie, the poor henpecked hubby. Immediately Dot's brother, Lee, appoints himself supervisor of the trip and starts them off for the beach. Someone has to carry the baskets, pay the fare, supply the drinks, and take full charge of Johnny. Who shall it be? All these duties have to be assigned to some individual, and Lee selects poor henpecked hubby for all of this. Hubby's groans are all in vain, so he seeks revenge, and he finds it, too. For our boss Lee, who is sleeping in one of those new-fangled beds, that push in and out of the wall, is pushed into the wall, and then the place is nailed up solidly.

"Around the Clock With a Sailor"

A Y. M. C. A. Special.

CAST.

Otto Kreuger as the Sailer and Helen MacKeller as His Sweetheart.

(Two Reels.)

THOSE who saw "Around the Clock with a Rookie" will break their necks to see "Around the Clock with a Sailor." This film, which is in two reels, takes the spectator through all of the preliminary work which goes to make a thoroughgoing Jack Tar of a land-lubber.

It was the rare good fortune of H. E. Hancock, who produced the picture, to secure the services of Otto Kreuger, star of "Youn- America" and "Seven Chances," to play the sailor in this picture, and Helen MacKeller, star of "The Tailor-Made Man" and "The Unknown Purple," to play his sweetheart.

The future sailor discovers that at the entrance of the Pelham Bay Naval Training Station he must leave all non-essentials, such as hope and sweethearts, behind. The business of making a sailor is an entirely impersonal and business-like proposition, and the entire process is detailed with interesting details in this picture.

Alice Howell in

"Untamed Ladies"

(*Copyright* 1918, *Century Comedy Co.*)

HIPPOPOTAMUS HANK, the leader of a band of gypsies, travels around the country in his gypsy wagon and has for a passenger—among others—one Jazzarina Jipp. Now, Jazzarina is always getting into trouble of all sorts, and during one of her playful combats with Hippopotamus Hank he throws her down a hill right into the arms of Algernon Alligator, the artistic artist who is out to paint the beauties of Nature.

Now, Algernon takes a fancy to Jazzarina and takes her home to his father, who is struck by the wild beauty of the poor little gypsy girl. Daddy becomes interested in the wild-eyed beauty to such an extent that he plans to make her a society belle.

The debutante party follows, as does also the stealing of Mrs. Greeze Z. Soop's (one of the fashionable guests) necklace. Mrs. Greeze Z. Soop, upon accusing Jazzarina of stealing the necklace, is politely informed by the infuriated Algernon that she is to be his wife.

Hippopotamus Hank and Gypsy Jake have meanwhile located the escaped Jazzarina and decide to kidnap her back, so Gypsy Jake dons ministerial garb and enters the peaceful household to perform the wedding ceremony. He makes himself known to Jazzarina, and here follows a lively little chase, which ends with the restoration of Jazzarina to her artistic lover, Algernon.

"Fast Mail"

Western Two-Reel Drama.

HELEN, who is working for a railrail to support the house, tries to keep her brother Danny straight. However, it seems impossible, for Danny got mixed up between officers and gangsters and had to serve a term in the pen. There he meets a fellow by the name of Duke and they become pals.

After their term expires, Danny invites Duke to come with him to his sister's home. She is now working as agent out West. Duke becomes interested in Helen, but she cannot make friends with him, and one day while he attempted to force his attentions on her, Danny comes in and warns him to discontinue such actions immediately. Duke laughs at him, reminding him that he is an ex-convict. Helen and Danny realize this and try to make the best of things.

One day Duke tells Danny if he will rob the express car and give him the proceeds he will disappear out of their lives forever. At first this proposition is refused, then he consents to do it for Helen's sake. Meanwhile he tells Helen to meet him that night at the station, as he wants her to go with him to a dance. She also consents, but only for her brother's sake, not knowing of the plot that was to take place that night.

An old acquaintance of Duke, Evelyn, hears that he is to meet a girl at the station, and Evelyn goes there with the intention of killing her. When she gets there, Helen tells her that she is doing this only to save her brother. Then she is told of how Duke is double crossing his partner.

Duke paid with his life. Helen and her brother journey home, rejoicing that the cloud over their happiness has disappeared.

SYNOPSES OF NESTOR, L-KO, LYONS-MORAN STAR COMEDY, WESTERN DRAMA.

"The Brass Bullet"

Episode No. 10.

JACK and Rosalind are imprisoned in Bates' place. Rosalind's screams are overheard by a passer-by who forces the guards, at the point of his revolver, to admit him into the place. A terrific fight takes place, and in the midst of the turmoil Jack and Rosalind escape. They make a wild dash to get out of the sheriff's trail, and finally sight a house, where they ask for shelter. As they are being admitted, they hear roars of laughter and cheer. To their great surprise they discover the party to be King, Gilbert and Bates, who were rejoicing over their believe that their plans of killing the couple were completed. King sees the face of Rosalind reflected in the mirror, and a chase follows. Rosalind and James flee to the top of the house. James leaves Rosalind in a little room there and tells her that in their chase after him, the path will be left clear for her. Meanwhile another member, Joe, enters that room and forces his attentions upon her.

"BRASS BULLET," SCREEN MAGAZINE, CURRENT EVENTS AND ANIMATED WEEKLY.

Current Events No. 72

Statuette of Famous Poster Will Help Wounded Marines.—James Montgomery Flagg makes a model of his recruiting placard "Tell That To the Marine," copies of which will be sold for the benefit of crippled "Devil Dogs" and their families.—*New York.*

Uncle Sam Goes Into Real Estate Business.—To protect some 7,000 girls war workers from profiteering landlords, the Government is erecting huge apartment houses "with all modern conveniences" within the shadow of the Capitol.—*Washington, D. C.*

Heroes of Foreign Legion Here To Aid Liberty Loan.—New York gives enthusiastic welcome to veterans of a hundred battles, many times decorated for valor, including in their ranks volunteers from a dozen neutral countries.—*New York City.*

Mermaids Capture Honors In High Diving Contest.—Girl swimmers delight big crowds with stunts on sprinboard and leaps from tower.—*Denver, Colo.*

Graduate Naval Cadets for War Against Huns On Seas.—Secretary of the Navy Daniels attends ceremonies at which more than six hundred student officers receive their commissions as Ensigns.—*Annapolis, Md.*

Civil War Hero Given Place In Hall of Fame.—Figure of General Kirby Smith, Confederate leader, presented to the nation by Florida, is unveiled in Statuary Hall of the Capitol by Senator Fletcher and Representative Drain.—*Washington, D. C.*

Thousands Bare Heads As Cardinal's Cortege Passes.—Body of John Cardinal Farley, Archbishop of New York and Prince of the Roman Catholic Church, is brought to St. Patrick's Cathedral.—*New York City.*

Aviators Have Narrow Escape In Long Flight.—Colonel M. F. Davies and Lieutenant-Colonel Harmon, recently returned from France, fly more than 260 miles from Washington to Cornwall-on-the-Hudson in remarkable time of two hours and fifty minutes.

Allies Smash Bulgar Front In Great Balkan Offensive!—French, Serbian and Greek troops attacking on a 12-mile line capture many villages and force King Ferdinand's armies from strong positions in campaign designed to put Bulgaria out of the war.—*With the Allies In the East.*

On the Trail of the Hun!—Remarkable pictures taken by United States Signal Corps Photographers on the fighting front in France.—*Released by the Committee On Public Information.*

The Awakening.—In which an Imperial Four-Flusher indulges in a day dream, but promptly comes to life.—*An Animated Cartoon by Arthur Lewis.*

Animated Weekly

No. 42.

Celebrated Anniversary of "Star Spangled Banner."—Thousands join in singing Francis Scott Key's immortal song as part of nation-wide observance of 104th birthday of America's National Anthem.—*New York.*

Help Save Our Boys from Horrors of Gas Poisoning!—Red Cross establishes collecting stations for fruit pits and nut shells from which Uncle Sam's chemists will make carbon for use in gas masks.—*New York City.*

"Fighting Mechanics" Will Hammer the Hun!—Boys of the Army Training Detachment will soon be fighting the kaiser with weapons ranging from the rifle to monkey-wrench and saw.—*Buffalo, N. Y.*

Farm Machinery Helped Beat Murderous U-Boat Campaign.—Germany thought to starve the Allies with her submarines, but the American tractor, able to do the work of several men, came to the rescue and the Yankee farmer triumphed.—*Peoria, Ill.*

Student Officers March Before England's Monarch.—King George and his staff inspect future commanders of Great Britain's armies.—*London, Eng.*

Cowboys and Sailors Compete In Feats of "Broncho Busting."—Only some of them are "busted" more than the bronchos at exciting California Rodeo held for the benefit of the Soldiers' and Sailors' Tobacco Fund.—*San Francisco, Cal.*

Knights of Columbus Workers You Have To Hand It To This Boy.—Alfred Le Roy, who has no legs and only one arm, is nevertheless quite cheerful and happy, and is making a coast to coast tour in his motorcycle.—*Buffalo, N. Y.*

"Sea Flivvers" Race for Prize Cup.—"La Reine" captures trophy by nosing out rival in neck-and-neck finish at motorboat races of the Newport Harbor Yacht Club.—*Balboa, Cal.*

Trophies from the Front.—Senator Thompson, of Kansas, back from a tour of the Allied lines in France, displays his war relics to his colleagues of the Senate Military Affairs Committee.—*Washington, D. C.*

Italy Greets American Air Fighters.—Captain La Guardia, who resigned his seat in Congress to enter the aviation service, addresses cheering throngs, pledging America's aid in the war.—*Florence, Italy.* (Official Red Cross Film.)

What the Red Cross Is Doing for the "Kiddies" of Italy.—Poor children of Rome, many of them orphaned by the war, are given vacations at the American Red Cross Seaside Home.

Cartoons by Hy. Mayer, World Famous Caricaturist.

"Fighting for Freedom"

Episode No. 2.—Bomb Dropping From Aerial Submarine Destroyers.

(Special.)

PROBABLY everyone has wondered how it is possible that America can transport three hundred thousand crusaders a month, sufficient equipment, supplies and munitions for an army of a million and a half and food for most of the allied nations, while Germany is boasting that its submarines will stop all of this and starve England.

One of the most effective weapons of the great British fleet is aerial bomb-dropping on submarines, and it is the privilege of this episode to reveal the method of this arm of naval defense against the submarine.

It is one of the most interesting of all the episodes of "Fighting For Freedom," the Great Britain Official War Picture.

Universal Screen Magazine No. 92

IN this issue, No. 92, we are shown the methods used in "Fighting the White Plague" among the poverty-stricken children. This attention has made them rapidly develop from helpless invalids to husky kiddies.

"The Dress of the Hour"—no frills—no ruffles, a brand new design never seen before, is displayed by the women of to-day. With the spirit of "Work or Fight" prevailing, they don their working uniforms.

Screen Magazine shows us the 20th Century "By Heck" making butter scientifically as taught them by the Cornell University School of Agriculture. No more backaches for Hiram, nothing but real up-to-date methods, in turning out his products, now.

Again we see the effects of the "Work or Fight" spirit. Red-blooded city youngsters, under the military age, voluntarily working on farms to provide food for the forces of Democracy. These Soldiers of the Soil take us with them for one entire day. We see them at sunrise and then watch them "hit the hay."

Our noted sculptor, Willie Hopkins, ends this reel with miracles in mud, entitled "Some Famous Has-Beens."

TWO REELS OF

Doubled their Business for Three Days!

"After playing 'THE GEEZER OF BERLIN' at our Majestic Theatre for three days we must admit that it made the greatest hit of all comedies we ever played.

"We are, above all, best convinced by our daily receipts—which have actually doubled during the run of this picture."

Second Avenue Amusement Co., Inc., N. Y.
H. SCHULMAN
President

Read what have done Big Money

Pleased to proven a

"We played 'THE GEEZER OF BERLIN' yesterday and we are pleased to report that it has proven to be a sure winner. Not alone was the Box-office pleased but . . the audience was pleased—because it is entirely different and novel from any other two-reel comedy we ever played."

JEWEL Productions INC
1600 Broadway, New York City

"The GEEZER O

GOLDEN LAUGHTER

others with this Getter!

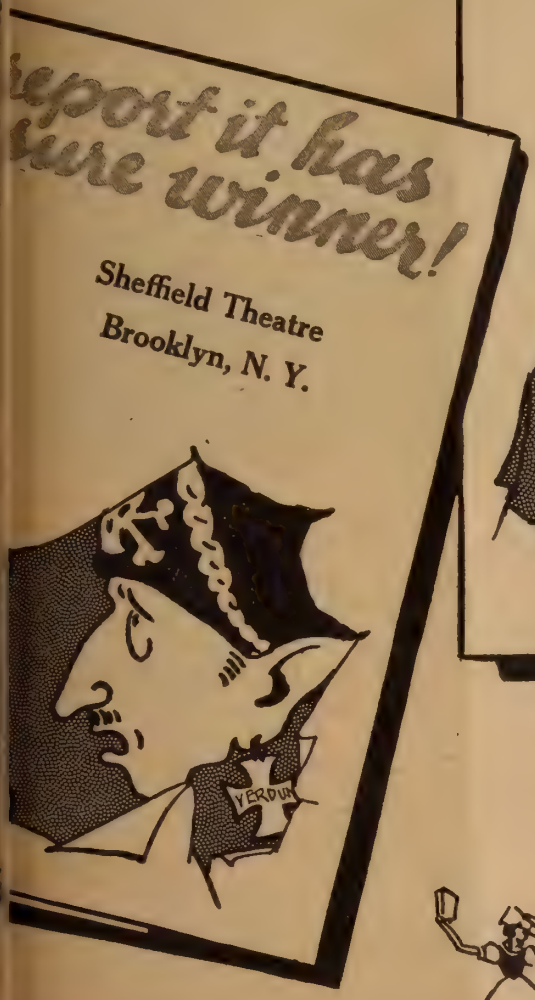
a feature in itself!

"It is with pleasure that I write this letter complimenting you on your wonderful two-reel comedy, 'THE GEEZER OF BERLIN.'

"This is a feature in itself. Viewing it from every angle, not only the Box-office but also our pleased patrons consider it the best comedy of this kind ever produced."

Bohemian
National Hall
New York

L. SCHWAGER
Manager



JEWEL Productions INC
1600 Broadway, New York City

F BERLIN UP

Repeated to More than on First Showing

"We played "The KAISER" for five days to capacity business and played it a second time three weeks later."
"The **second** engagement **broke the records of the first one** - showing that not only a large number who had not seen this wonderful production during the first engagement came to see it, but also that an equally large number came to see it **for the second time**"

Paul Noble Manager
American Theatre, Butte.

The People are getting wise to the "Junk Imitations" of "The Kaiser--The Beast of Berlin"--they want the original--not the "Screen Stupid"--also rans

"I turned away at least 250 people.
"At times the mob became so restless that I feared some one would be injured.
"An unlooked-for expense was the way the mob broke the glass in my front doors."

J. JACOBS, Mgr.,
Delft Theatre.
Escanaba, Mich.

"I could not accommodate all the people that came to see it.
"I did $345 in one night at 25-35c.
"I sold over 1200 admissions in this town of only 1000 people.
"The street was packed with automobiles."

W. H. STEPHENS, Mgr.,
Baugh Theatre,
Shoshone, Idaho.

"Seating only 307, I broke all former box-office receipts by more than $200.
"I ran three extra matinees, besides a special morning show and still was unable to take care of them all.
"I will re-book it first chance."

W. B. OLIVER,
Gem Theatre,
Mt. Carmel, Mo.

"THE KAISER The Beast of Berlin"

Money !

The "punch" of all imitation "Kaiser Pictures" is ALL in the advertising

They can't Fake 'em in more than once

Nobody wants the shoddy imitations
Book and Show the original and only

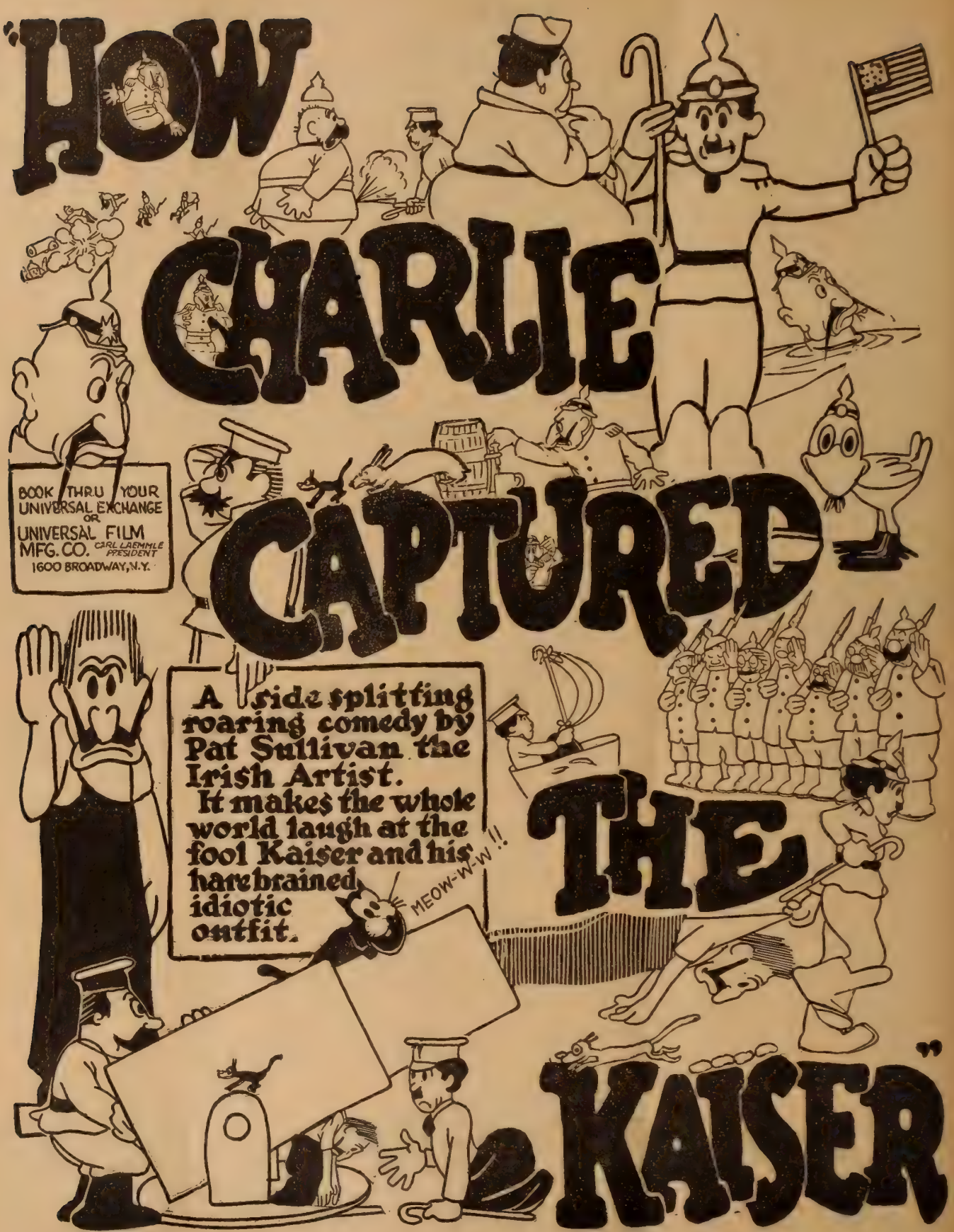
"The KAISER
—THE BEAST OF BERLIN."

JEWEL Productions INC
1600 Broadway New York City

"We had to give two extra shows n Tuesday and Wednesday which an up till 12 o'clock, and the busiess was better each day it ran.
"We showed during the entire three ays to a little over 3000 people, hich is a record over any picture hat has ever played in Fort Scott.
"I had people coming from 30 miles way."

D. FILIZOLA,
Theaterette,
Fort Scott, Kansas.

The Biggest Money-getter that the Small Town Exhibitor has Ever Known


"HOW
CHARLIE
CAPTURED
THE
KAISER"
BOOK THRU YOUR UNIVERSAL EXCHANGE OR UNIVERSAL FILM MFG. CO. CARL LAEMMLE PRESIDENT 1600 BROADWAY, N.Y.
A side splitting roaring comedy by Pat Sullivan the Irish Artist.
It makes the whole world laugh at the fool Kaiser and his hare brained idiotic outfit.
MEOW-W-W !!

Music Cue Sheets for Two Special Attractions

By James C. Bradford

"MODERN LOVE"

No.	Min.	(T) Title or (D) Description.	Tempo.	Selection.
1	1¾	T. At Screening	2-4 Allegro	Sinbad—Romberg (One Step)
2	2½	T. Rehearsal	2-4 Allegro	You're In Style—Van Alstyne (Song)
3	3	T. I'm Very Sorry	2-4 Tempo di Marcia	Marche Militaire—Granados
4	1½	T. The Fourteenth Chair	3-4 Tempo di Valse	Smiles and Kisses—Vecsey
5	2¼	T. Julian Lawrence	6-8 Allegretto	Love In Arcady—Wood
6	1¾	T. At Studio	4-4 Moderato	There's a Lump of Sugar In Dixie—Gumble (Fox Trot)
7	2½	T. Say Kid, You Made a Hit	3-4 Tempo di Valse	* Dreaming—Lehar (Theme)
8	2	T. Addison	4-4 Allegretto	Valley of Poppies—Ancliffe
9	2½	T. That Afternoon At Three	2-4 Allegro	My Dough Boy—Frey (One Step)
10	3	T. The First Day	3-4 Tempo di Valse	Naila—Delibes
11	4	T. After Many Long	3-4 Tempo di Valse	* Dreaming—Lehar (Theme)
12	1½	T. Then Came Happy Preparations	2-4 Andante Appassionato	Love's Wilfulness—Barthelemy
13	2	T. Evening Before Wedding	3-4 Valse Lente	Princess Pat Waltz—Herbert (1st part of No. 2 strain only)
14	2¾	T. Lawrence Just Told Me	2-4 Moderato Assai, Quasi Adagio	Dramatic Tension No. 36—Andino
15	3	D. The Dinner Party	2-4 Allegro	Eve—Crawford (One Step)
16	2½	T. Let's Drink	3-4 Tempo di Valse	Major and Minor—McKee
17	2½	D. Addison Closes Door	3-4 Tempo di Valse	* Dreaming—Lehar (Theme)
18	4½	T. About a Year Ago	4-4 Moderato	Andante Appassionato—Castillo
19	2½	D. Ascend Stairs	3-4 Tempo di Valse	Dodola—Frey
20	2½	D. Man Locks Door	2-4 Allegro	Furioso No. 11—Keifert
21	1¼	T. That's About All	3-4 Tempo di Valse	* Dreaming—Lehar (Theme)
22	1¼	T. Let Those Love	2-4 Andante	Serenade Moszkowsky

* Repeated Selection.

"THREE MOUNTED MEN"

No.	Min.	(T) Title or (D) Description.	Tempo.	Selection.
			REEL I.	
1	1½	At Screening	2-4 Moderato	Marche Joyeuse—Crabrier
2	1¾	T. Black Martin	3-4 Andante	Andante Dramatic No. 15—Herbert
3	2½	T. You'd Better Take the Job	2-4 Allegro Confuoco	Agitato No. 49—Shepherd
4	2½	T. The Reward of Good Behavior	3-4 Adagiotto	Adagietto Bizet (L'Arliesienne)
			REEL II.	
5	1¼	T. There Was a Small Town	4-4 Allegro Moderato	Sarah from Sahara—Frey (Fox Trot)
6	3	T. The Mother's Strength Had Failed	4-4 Andantino	Erotik—Grieg
7	2¼	T. Meanwhile	4-4 Andante	Andante Dramatico No. 62—Borch
8	2½	T. I'll Tell You How He Was Caught	2-4 Allegro	Pickings—Kaplan (One Step)
9	1¼	T. I'd Be Mighty Proud	4-4 Allegro	Pop Goes the Weasel—Reel
			REEL III.	
10	2	D. Dog On Porch	6-8 Allegretto	Whistler and His Dog—Pryor (Characteristic)
11	1½	D. Fiddler Starts To Play	3-4 Tempo di Valse	Blue Danube—Strauss (Old Fashion Waltz)
12	3	D. Posse Enter Door	2-4 Vivace	Hurry No. 33—Minot
13	2½	D. He Upset	4-4 Moderato	Romance—Gruenfeld
			REEL IV.	
14	1½	T. Out To Get a Man	6-8 Andantino	Serenade—Rubinstein
15	1¼	T. Like Phantoms	4-4 Allegro	Passepied—Delibes
16	1¼	D. Lula and Mother	4-4 Moderato	In Love—Friml
17	3¼	T. Lula's Coming Back	2-4 Allegro	Sinbad—Romberg (One Step)
18	3	T. I Want To	3-4 Valse Lente	* Some Day—Burnett (Theme)
			REEL V.	
19	2½	T. Are You Going To?	2-4 Allegretto Moderato	Canzonetta—D'Ambrosio
20	2	D. Cheyenne Leaves Girl	2-4 Allegro	Oh, You Sweetie—Romberg (One Step)
21	4½	D. Cheyenne and Masters Meet	3-4 Valse Lente	Charming—Jopce
22	1¼	T. Traps Are Made	2-4 Allegretto	Amerinda—Smith (Intermezzo)
			REEL VI.	
23	2¼	T. Nine O'Clock	2-4 Vivace	Hurry No. 33—Minot
24	3	D. Black Has Been Arrested	3-4 Valse Lente	* Some Day—Burnett (Theme)
25	2¼	T. We'll Take Short Trail	2-4 Allegro Vivace	Allegro Agitato No. 8—Andino
26	1½	T. By Appointment	3-4 Valse Lente	* Some Day—Burnett (Theme)

* Repeated Selection.

They'll bring in POSTERS

the Whole Family!

ADS

ROM every part of the country comes the same story of success—

e Ads and Posters of 'For bands Only' are putting it with a smash."

d they're bringing the le family. Seems like the nen can't stay away from title—while those sassy have just the right touch aprika.

ckled with the picture? y eat it up! And they call he most delicious play- t they ever sat down to.

r advice to exhibitors is to this picture up big. It's grand money-maker, but will make a lot more for n if they'll put the ads and ters to work and keep 'em work. They're little gi- !"

JEWEL
Productions INC
1600 Broadway New York City

JEWEL
Productions, Inc.
present
"The YELLOW DOG"
HELP AMERICA GET RID OF THE BEAST
Henry Irving Dodge's big Story vividly dramatized
From the Saturday Evening Post and Harper & Bros. Book

T. C. Cut No. 39, Mat 26c

GET A MAT OF THIS NEWSPAPER AD ON "THE LURE OF LUXURY" FROM YOUR NEAREST BLUEBIRD EXCHANGE AND USE IT.

The great Y.M.C.A. Special

"AROUND the CLOCK with the SAILOR"

A Sensational Hit

BOOK IT! *Two-Reel Special* *BOOK IT!*

THE first of these wonderful Y. M. C. A. Specials—"AROUND THE CLOCK WITH THE ROOKIE," is going over in hundreds of houses like wildfire. Millions of fathers—mothers and relatives are packing these houses to see their boys. Now comes the second big release—"AROUND THE CLOCK WITH THE SAILOR." The release that will jam your house exactly like the first one. It shows what our Sailor lads are doing. It's a surprise and the delight of millions.

BOOK the first release—"AROUND THE CLOCK WITH THE ROOKIE"—and boost it. Then book "AROUND THE CLOCK WITH THE SAILOR" and boost that. You can't imagine what the responses are to these timely specials, and the great big point for you to consider while booking is that YOU HAVE THE ENTIRE Y. M. C. A. BACKING to help you put it over in your territory. Call on the local Y. M. C. A. officials. Tell 'em you've booked these Y. M. C. A. SPECIALS and watch your bank roll grow.

Book thru your nearest Universal Exchange, or communicate with the UNIVERSAL FILM MFG. CO., "Largest Film Mfg. Co. in the Universe," CARL LAEMMLE, President, 1600 Broadway, New York, N. Y.

The Distinguished Character Actor

Frank Keenan

in his greatest Western Photo-dramatic Success

"The Long Chance"

Pronounced by Critics, Trade Press, Newspapers & Exhibitors the finest Portrayal of any early Western Character ever seen on the Screen.

Book thru your local Bluebird Exchange or Bluebird Photoplays, Inc.-1600 Broadway New York

"A FLASHING SMILE!
A GLEAMING KNIFE!
IT WAS

"THAT DEVIL BATEESE"

ONE OF THE FINEST PORTRAYALS OF

MONROE SALISBURY

IN HIS LONG LIST OF NORTHERN PICTURES

A GREAT STORY FILMED AMID MATCHLESS SETTINGS OF NATURES FINEST PANORAMAS.

BOOK THRU YOUR NEAREST BLUEBIRD EXCHANGE

BLUEBIRD PHOTOPLAYS...
1600 BROADWAY NEW YORK.

Moving Picture Weekly

Vol. 7 No. 8

Columbus Day Number

October 12th 1918

elen MacKeller

Otto Kreuger

"Around the Clock with a Sailor"

TWO REEL SPECIAL

PRICE 10 CENTS

THE YELLOW DOG

HELP AMERICA GET RID OF THE BEAST

HENRY IRVING DODGE'S BIG STORY VIVIDLY DRAMATIZED ★ ★ ★ FROM THE SATURDAY EVENING POST AND HARPER AND BROS. BOOK

This is the Smashing Big

24 SHEET POSTER

Done in 7 Colors for the

JEWEL

PRODUCTION EXTRAORDINARY

"The Yellow Dog"

Filmed direct from Henry Irving Dodge's
Great Saturday Evening Post Story
of War time in America

This is the tremendous production that has had Nation Wide publicity. This is the picture that was filmed as the direct result of the formation of YELLOW DOG CLUBS throughout the Nation. This is

The Picture that will rouse America

The exposure of the yellow dogs in our midst. The loud-mouthed cowards who talk against the Government. This is the picture that will pack your house for 2-3-4-5 days or a week because it is backed by the huge power of the——

Yellow Dog Clubs in every State in Union

Read by millions in Henry Irving Dodge's great Saturday Evening Post story and Harper and Bro. book it is one of the <u>few</u> BIG pictures of the season. It's like money in the bank to BOOK NOW.

JEWEL Productions Inc.
1600 Broadway New York City

The Picture that will never have a Competitor.

-will burn in your brain forever!

"The SINKING OF THE LUSITANIA"

Winsor McCay's Blood Stirring Pen Picture
_____ the World's Only Record of
the Crime that Shocked Humanity.

JEWEL
Productions INC
1600 Broadway. New York City

"FIGHTING FOR FREEDOM"

Packed New Y
Theatre to capaci

7 GREAT EPISODES
Released One a Week

THRILLING AND UNUSUAL PICTURES OF THE WAR ON THE OTHER SIDE OF THE WORLD

Episode 3 "The Sensational Capture of Bagdad." Britain's Far-Flung Battle Line.

War's awful immensity shown in fascinating scenes from the far-flung British front in Mesopotamia. Famous Native troops in action—shelling a Turkish stronghold—with the machine gunners—weird scenes of native life—and

The British Army's Triumphant Entry Into the City of Bagdad

More thrills—big guns in the desert—heroic gun crews in sweltering heat choking dust—driving back the Turkish horde. Novel—unique—great entertainment.

Millions of moving picture patrons have read how the British Army has kept the Eastern Passage—the Mediterranean—open—how they have destroyed the kaiser's dream of Eastern Empire.

This is the big stuff they have been wanting to see—new—great—inspiring—it has the punch that brings them back week after week.

OFFICIAL BRITISH WAR PICTURES

ork's STRAND
for one full week

EPISODE 2 "Bomb Dropping From Aerial Submarine Destroyers."

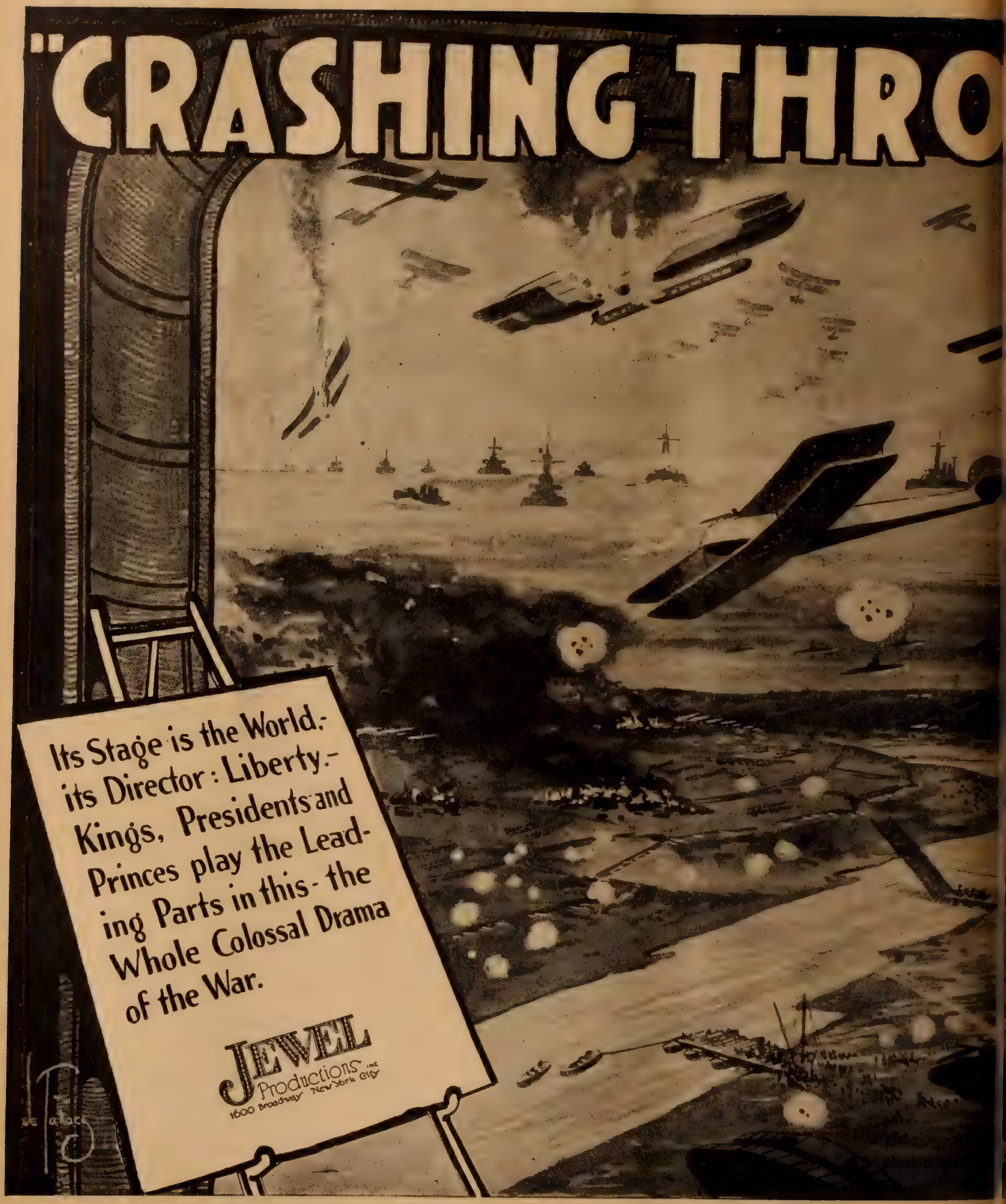
The most remarkable close-ups ever taken in the air. Huge bombing dirigibles carrying eight men each, shot from an airplane camera with all its curious and exciting details—observation—bomb dropping—pigeon flying—machine guns—WHILE IN FULL FLIGHT.

The kind of stuff that makes the fans say "GREAT" and brings them back next week for more. It shows them types of air craft they have never heard of—and in authentic action. Intrepid pilots, the "eyes of the Navy," guiding the world's greatest Fleet into the haunts of the Hun submarines—in the perilous waters of the North Sea.

t Packed New York's Strand Theatre to Capacity

There are thrills and thrills as the big, dangerous work of the war is carried on before their fascinated gaze. A tremendous achievement of aerial photography. Book thru any Universal Exchange.

Distributed in the United States only by UNIVERSAL FILM MFG. COMPANY, Largest Film Mfg. Co. in the Universe, Carl Laemmle, President, 1600 Broadway, New York.


"CRASHING THRO
Its Stage is the World.-
its Director: Liberty.-
Kings, Presidents and
Princes play the Lead-
ing Parts in this- the
Whole Colossal Drama
of the War.
JEWEL
Productions inc
1600 Broadway New York City

UGH TO BERLIN"

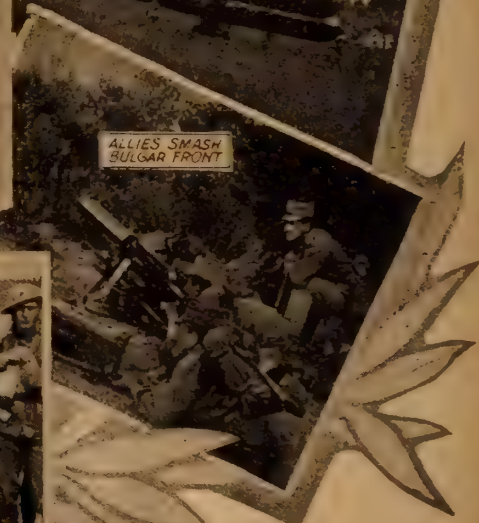
FLASHED TO EVERY CORNER of THE WORLD

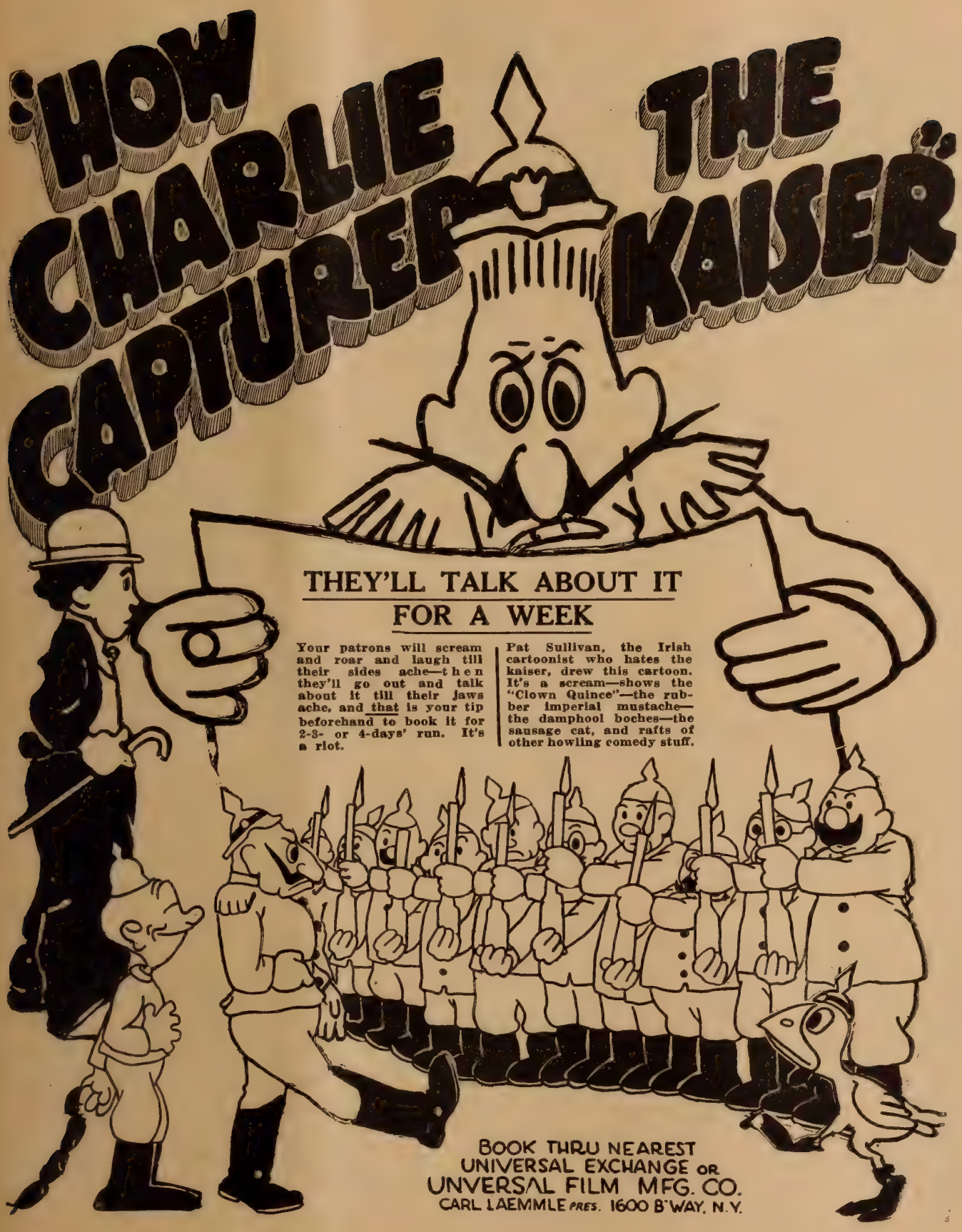
UNIVERSAL
Animated Weekly and Current Events

FROM EVERY CORNER of the EARTH TO EVERY CORNER OF THE EARTH

FROM every corner of the earth comes the news of the big doings of the world—which in turn is flashed to every other corner of the earth. Universal Animated Weekly and U Current Events are without question the foremost News Weeklies in existence to-day, and will pull as much actual cash for you every week as your biggest feature picture. This spot cash is waiting for you to reach out for it. See your nearest Universal Exchange and contract for one or both these Weeklies—NOW—RIGHT NOW.

Book thru your nearest Universal Exchange, or communicate with the UNIVERSAL FILM MFG. CO. "Largest Film Mfg. Co. in the Universe," CARL LAEMMLE, Pres., 1600 Broadway, New York.




"HOW CHARLIE CAPTURED THE KAISER"
THEY'LL TALK ABOUT IT FOR A WEEK
Your patrons will scream and roar and laugh till their sides ache—then they'll go out and talk about it till their jaws ache, and that is your tip beforehand to book it for 2-3- or 4-days' run. It's a riot.
Pat Sullivan, the Irish cartoonist who hates the kaiser, drew this cartoon. It's a scream—shows the "Clown Quince"—the rubber imperial mustache—the damphool boches—the sausage cat, and rafts of other howling comedy stuff.
BOOK THRU NEAREST UNIVERSAL EXCHANGE OR
UNVERSAL FILM MFG. CO.
CARL LAEMMLE PRES. 1600 B'WAY, N.Y.

RUTH CLIFFORD
JUANITA HANSEN
CARMEL MYERS
BLUEBIRD
STARS
VIOLET MERSEREAU
EDITH ROBERTS
MONROE SALISBURY

Charming
Ruth Clifford
in
"The Lure of Luxury"
A new Angle on Cornering the Love Market.
A Photo Drama that makes 'em come back for more.
Book thru your local BLUEBIRD Exchange or Bluebird Photoplays, Inc. 1600 Broadway, New York

MEMBER OF THE NATIONAL ASSOCIATION OF THE MOTION PICTURE INDUSTRY

THE MOVING PICTURE WEEKLY

A MAGAZINE FOR MOTION PICTURE EXHIBITORS

Published Weekly by the MOVING PICTURE WEEKLY PUB. CO.
1600 BROADWAY, NEW YORK CITY

PAUL GULICK, *Editor* JOE BRANDT, *Bus. Mgr.*
(*Copyright* 1918, *Universal Film Mfg. Co. All Rights Reserved*)
Vol. 7 OCTOBER 12, 1918. No. 8

A NEW YELLOW DOG CLASSIFIED

THE only real "yellow peril" that confronts America at the present time is from that type of citizen that has a Charlotte Russe for a backbone, and that the peril is very real and very yellow and very varied in species is indicated by the fact that the headquarters of the Anti-Yellow Dog Clubs, with branches in every city in the United States, has found it necessary to add to the original definitions of yellow dogism.

TITLES OF CURRENT EVENTS.
No. 73 (See Next Page.)

1. **Secretary Daniels unfurls the Fourth Liberty Loan Banner before executives of the Treasury Department.**

2. **Veterans of the Foreign Legion, heroes of a hundred medals, here for Liberty Loan enthusiasm.**

3. **Ambassador Jusserand, on behalf of France, presents two handsome vases to Vice-President on behalf of the Senate.**

4. **Prince Axel of Denmark, under the escort of the Secretary of the Navy, Daniels, pays tribute to memory of George Washington at Mt. Vernon.**

5. **Jackies harpoon a grotesquerie of the Kaiser at the opening of the Liberty Loan Drive.**

6. **Pills for the German Influenza, which either kill or cure. Bulgaria took them, and she's cured.**

Henry Irving Dodge, founder of the nation-wide movement to suppress verbally distributed enemy propaganda and who personally made arrangements for the entire finances of the drive, has found that there are other types of mongrel patriots beside those he originally described, and word has been sent to the two million members of the Anti-Yellow Dog Clubs to be on the lookout for the newest crop of "yellow dogs."

Detractors of Bond Salesmen Included In Yellow Dogs by Henry Irving Dodge.

In an interview given to the press Mr. Dodge says that when he founded the national Anti-Yellow Dog Clubs and pointed the way to combat the activities of the secret agents of the Kaiser, he believed he had covered every form of conscious and subconscious disloyalty in the ten definitions describing yellow dogism, but he says that phases of yellow dogism develop so rapidly that one must be constantly on the lookout in order to be 100 per cent. American.

Mr. Dodge's definition describing the newest species of Yellow Dogs brings the nation-wide campaign against them right up to the minute. The eight new types are:

Anyone who shows disrespect to a Liberty Bond or Thrift Stamp salesman is a Yellow Dog.

Anyone who unnecessarily uses gasolene on a gasless day is a Yellow Dog.

Anyone who dishonestly claims exemption from the draft is a Yellow Dog.

Anyone who growls about war taxes is a Yellow Dog.

The rent pirate is a Yellow Dog.

Anyone who adds to the burden by trying to make big profits out of the war is a Yellow Dog.

Anyone who overeats is a stupid Yellow Dog—he's cheating himself.

All Yellow Dogs are contemptible, but the worst are those that hoard food.

GERMAN GUN PUNCTUATES PHOTOPLAY.

"Big Bertha" Explodes in Paris Just At Time Shot Was Required in Harry Carey Picture.

ROBERT S. DOMAN, war correspondent and former assistant editor of the Moving Picture Weekly, writes an interesting letter about the films in Paris. The Harry Carey picture to which he refers is "Bucking Broadway." Mr. Doman is now in Berne, Switzerland, working for the Red Cross. Here is his letter:

Paris, Aug. 6th, 1918.

"Dear Paul: Here's an item: While watching Harry Carey in "Le Bar de Pinionville" at Pathe Palace on the Boulevard today, "Big Bertha" exploded a shell near the theatre at exactly the spot where Carey is shot by the ne'er-do-well. The explosion was so opportune that the whole theatre jumped—and then laughed. It didn't spoil the wonderful dramatic effect of the picture, however, which is a gem with an excellent finish. See the Universal pictures often over here, in fact American films have the run of all the big theatres, for they are sure-fire moneymakers. On the same bill as Harry Carey a Uni-

(*Continued on page* 34)

THREE CIRCUITS BOOKED FOR *"Geezer of Berlin"*

G. A. METZGAR, the Lochinvar Jewel salesmanager out of the West, remarks casually that he has booked three big circuits for "The Geezer" amounting to 144 days. Now, that's something worth talking about. Here is the dope:

1. All the Marcus Loew theatres, amounting to 64 days.

2. All the William Fox theatres, amounting to 60 days.

3. All the B. S. Moss theatres, amounting to 20 days.

HOW'S THAT?

SCENES FROM UNIVERSAL CURRENT EVENTS No. 73.

(*For Titles See Opposite Page*)

SPREAD THE

No. 222. Straight from the Shoulder Talk by Carl Laemmle,
President of the Universal Film Mfg. Co.

NEVER in the world's history has so much big news, so much glorious news been passed along to the millions of peoples of the Allied Nations as now--day after day.

The theatre owner who does not help pass it along is not only slighting his patriotic duty, but he is overlooking a magnificent chance to earn the everlasting gratitude and friendship of his patrons.

The newspapers, even though packed with columns of news of the Allied victories, cannot possibly tell it in half so interesting a manner as it is ACTUALLY SHOWN in moving pictures in the news weeklies, such as the Universal Animated Weekly, the Universal Current Events and the Universal Screen Magazine.

Never was there a war where the people at home could follow the actual details so intimately as they are given in the Universal's news weeklies. The invention of the moving picture and its daily use in thousands of theatres has converted history from a dry-as-dust study to one of the greatest of "indoor sports".

The news weekly, at this moment, is the greatest daily feature in the whole moving picture market, whether you realize it or not. It brings more applause and stirs the people more deeply than any piece of fiction that has ever been filmed.

GOOD NEWS!

The United States Government wants you to know everything about the war; it wants every man, woman and child in the country to know about it. It wants everybody to know what has been done with the billions of dollars you have subscribed in Liberty Bonds, War Savings Stamps and Taxes. And in no way can it tell the story so effectively as through the news weeklies. The best history of the greatest war will never be written; it is being screened day after day in the theaters.

If you are not using the news weeklies EVERY DAY, get in touch with the nearest Universal exchange today and make arrangements to do so. Help spread the news that all the people want to know about. In no other way can you contribute so effectively toward keeping alive that win-the-war spirit which is so essential to Allied success.

Finally, the Universal makes no profit on its news weeklies. The expense of maintaining their high standard puts profit out of the question. But they are engaged in a greater work than dollar-making; and because of the vital messages they contain, they should be shown in every theatre in the country. As the best compiled, best edited war weeklies on the market they should be featured every day ABOVE ANYTHING AND EVERYTHING ELSE.

Carl Laemmle

What Live Wires Are Doing

(Two Stories Copied From the Motion Picture News of September 23.)

ARE you one of the exhibitors who figure that the youth of the country do not read the newspapers and that it is not any use to address advertising to them?

In the first place, in the case of newspapers which have good photo-

Attention Boy Scouts
Made by Boy Scouts, of Boy Scouts, for Boy Scouts
YOUR Photoplay Is Coming.
"Boy Scouts to the Rescue"
A story of the service your comrades and your organization are doing in war and peace that will thrill you with pride.
Tell your friends, turn out in force and bring your folks to see what Boy Scouts can do.
Lieutenant General Sir Robert S. S. Baden-Powell, founder of the Boy Scouts, supervised this photoplay and himself appears in it.
STAR Three Days Wed., Thurs., Fri. July 3, 4 and 5

play departments you will find that the children, boys and girls, do read this matter and that not only do they come to your theatres as the result, but that they influence their parents. The circulation manager of a newspaper in one of the larger cities told us that he devoted a considerable share of his attention to getting the young folk to reading the paper. "I am building for the future," he said. "Let me get a child to look for one particular feature in my paper for three months and I have made a subscriber for life." And then he declared that the photoplay department was one of the best features to accomplish this result.

There is another angle, also. When you address a display to the children, and you have a legitimate basis for this, you are going to attract the attention of every father and mother and get their interest, first on behalf of the children and then for themselves.

Star Theatre, Portland, Ore., has a mighty good display here on "Boy Scouts to the Rescue." We are sure that it packed in all the kids and got a big share of the grown folk. Space used was 8½ inches, three columns.

"FOR HUSBANDS ONLY" has been responsible for more good advertising than nearly any picture that has been released recently, and one of the reasons for that has been the attractive advertising cut matter that has been supplied by the Universal. This particular one, which is here used by the Kinema, Los Angeles, is so unusual that it is going to cause everyone to read the entire display. It is the same advertising that appeared in the Motion Picture News. "Don't forget to bring your wife" is a good line to use. It is just breezy enough and it takes away any impression that might develop in any mind that this is a "stag" picture.

This display again attracts attention by the way that the theatre has brought in the Paris Fourth of July pictures. The American flags are used in the form of curtains trailing down to the title of this picture which are in Stars and Stripes.

SHOWING THIS WEEK
"For Husbands Only"
LOIS WEBER'S Smart Screen Camouflage With a Brand New Story and —Daringly French. Featuring
MILDRED HARRIS
and DON'T Forget to Bring Your WIFE—
Extra Special OUR BOYS—GOD BLESS 'EM!
The First Pictures of Our Own Fighting Veterans Who Smashed Back, the Hun From Chateau Thierry and Cantigny. Boy, Howdy! The Yanks Are Not Coming—THEY'RE THERE!
JULY 4TH IN PARIS
KINEMA
GRAND AT 7TH
Take Our Advice Reserve Your Logea in Advance
MATS. Ex. Sat., Sun. 15c, 20c Logea 30c Smoking Logea 30c
EVES. 15c, 20c, 30c Logea 50c Smoking Logea 50c
KINGSLEY and Orchestra

And a third thing. Though this display is fifteen inches across four columns, note how little reading matter there is, how chatty and intimate the few sentences are, and how free from adjectives and exaggeration!

How They Universal

A FEW EXAMPLES OF TH LEADING THEATRES OF PLAYING AND CASHING THE CLEVER USE

IN recognition of many progressive exhibitors who are constantly, week after week, day after day, using their brains to fill their houses through the force of clever advertising, the Moving Picture Weekly intends to run, as frequently as it has opportunities, reprints of this advertising.

On these two pages this week we reprint advertising matter from three exhibitors. The Star Theatre of Portlond, Oregon, provides the display from an advertising drive on "Boy Scouts to the Rescue." The Motion Picture News kindly loaned us a cut which was made from this advertising. The explanation is on this page. The other cut on this page represents the four-column advertising on "For Husbands Only," which the Kinema-Grand of Los Angeles made. The advertising cleverly embodies the views of the Paris Fourth of July celebration and in honor of this Animated Weekly, the artist bordered the entire advertising with stars and stripes. This is a dandy lay-out.

On page 15 will be found a three-column advertisement of the Strand Theatre on Mae Murray in "Modern Love." As a filler this theatre also used "How Charlie Captured the Kaiser." It was a dandy bill and the advertising was cleverly put up.

The Holman Theatre, in Montreal, supplied "The Geezer of Berlin" at the bottom of page 15, and the Portland Oregonian running the five-column advertising on "For Husbands Only," appearing at the top of that page.

Handle Productions

MANNER IN WHICH THE HE COUNTRY ARE DIS- N ON PRODUCTIONS BY F ADVERTISING.

THE ROCKY MOUNTAIN NEWS: DENVER, COLORADO SATURDAY, AUGUST 31 1918

This clever advertising of the Strand Theatre apeared in the Rocky Mt. News of Denver, Colorado, and occupied three columns. Notice how the eye focuses on important elements of the advertising, STRAND THEATRE, MAE MURRAY, "MODERN LOVE." The use of white space is exceedingly well caried out and heightens the display value amazingly. There is absolutely no waste space in this ad, in spite of the fact that it contains a minimum amount of reading matter.

The Holman Theatre

The Holman Theatre of Montreal is creating a wonderful interest throughout Canada. There are only a few theatres in the Dominion who pay as much attention to lobby display and advertising ingenuity as does the Holman Theatre under the new management. Two interesting things about the Holman ad are the unconditional use of black and white which showed very well in a three-column ad, and the playing up of two-reel comedies over a five-reel dramatic picture. The wisdom and the announcement was amply justified by Box Office returns.

THE HOLMAN
"THE THEATRE OF BIG EVENTS"
SUNDAY TO WEDNESDAY
The Biggest Comedy Smash of the Season
"THE GEEZER OF BERLIN"
a Burlesque on
"The KAISER-the Beast of Berlin"
YOU HAVE SEEN THE KAISER -THE BEAST OF BERLIN, NOW SEE THE GROTESQUE BURLESQUE ON THIS FAMOUS PRODUCTION.
ATTRACTION
LOUISE GLAUM
in
'Shackled'
Other Features
THE KAISER'S WAR MEDALS
THE KAISER'S WAR MEDALS

LIBERTY
TODAY
Noon Concert Today
PROGRAMME
Murtagh on the Wurlitzer
Ooooh Look!
For Husbands Only!
and friend wives to chaperon, of course. It's a real "Zippy" play, written by a woman, about women and for women, so don't let HIM try to leave you at HOME. It's a delightful combination of real comedy and tense drama. It's filled with dash and pep, and compels your closest attention from beginning to end. The fabric that makes the ultra-photodrama of the day.

When the Liberty Theatre of Portland, Oregon, booked "For Husbands Only" it was well aware of the fact that it had a big winner. For that reason it took out a five-column advertisement, which left but two columns on that page for any other advertiser to monopolize. It adapted a suggestion which was very effective in the "key-hole" treatment, as will be seen by the copy above. This type of advertising has been adopted by a number of theatres in putting over this picture, whose title is so alluring, yet so deceptive. It has been found by most exhibitors, however, that it is wise to insert a few catchy lines.

MILDRED HARRIS

in

"Borrowed Clothes"

A LOIS WEBER PRODUCTION

Soon to be released.

It's heart-searching story of Love lost and won will seize on your people's sympathies like a bridal wreath of orange blossoms.

JEWEL Productions INC
1600 Broadway, New York City

PRISCILLA DEAN in "KISS or KILL"

With HERBERT RAWLINSON

THE STORY.

HENRY WARNER had faced the hell-fire of Hun guns a score of times unflinchingly, but when he comes back to New York, after having been wounded and discharged from the Canadian Expeditionary Forces, and is confronted with the alternative of starving or stealing, he weakens.

Warner snatches a wallet from a prosperous-looking individual in a subway entrance and is forced to run for his liberty.

With the police in hot pursuit he flattens himself against a door, hoping to elude the officers by this old crook trick. The door yields and Warner finds himself in the home of Middleton, an unscrupulous man of wealth, who forces him to accept a dangerous mission.

Warner is promised $10,000 to recover a certain paper which has been stolen from Middleton by Craig, his nephew, who keeps it in a strong-box in a safe, the key to which is on a chain worn by Craig around his neck. Warner is taken to the home of Ruth Orton, where Craig visits frequently, and tries to force his attentions upon her. Warner meets Ruth, pretends he is a burglar and refuses to leave unless she invites him to a party which Craig is going to give. She promises to do so.

Story by Max Brand.
Scenario by Elmer Clifton.
Directed by Elmer Clifton.

CAST.

Henry Warner.....Herbert Rawlinson
Ruth Orton.....Priscilla Dean
Middleton .....Alfred Allen
Craig .....Harry Carter

At the party in Craig's house Warner declines to drink a toast to Ruth as the coming bride of Craig. The latter is angered and asks Warner to step into his studio to explain why he failed to drink.

Warner, loving Ruth himself, denounces Craig. There is a fight and Warner overcomes his opponent, ties and gags him and recovers the paper he was commissioned to get. Then he discovers that the paper reveals Ruth to be the heir to a large estate of which Middleton is the administrator, but which he had kept from Ruth, having told her she was penniless.

Warner takes the paper back to Middleton, but later holds him up and regains the document. Then he goes to Ruth and robs her—of her heart and hand.

FOR THE HERALD.

HENRY WARNER, wounded veteran of the Canadian Expeditionary Forces, arrives in New York to seek work, but fails. Hungry and hectored by an exacting landlady, he goes out into the streets to steal. When he takes the wallet of a man in a subway entrance he is detected and pursued.

Warner stumbles into the home of Old Man Middleton, a crafty individual who forces him to accept the mission of recovering a valuable paper stolen from him by his nephew. Warner sees the nephew, Craig, in the home of Ruth Orton, a pretty girl who has consented to marry Craig because such a union would remove the menace of poverty.

By pretending to be a burglar Warner persuades the girl to invite him to a party which Craig arranges as a means of announcing his engagement to Ruth. Craig drinks a toast to the bride-to-be and is chagrined when he notices that Warner is the only one present who does not join. Craig asks Warner to explain, and there is a fight.

How Warner recovers the stolen paper and restores Ruth to her rightful position as the owner of a large estate, after gun-play a-plenty, and then goes to the girl, is told in the picture. But he was only a burglar—he admitted that—and she was miles above him. Where do you think he went and what did he do?

ADVERTISING DISPLAY LINES

HE FACED HUN GUNS, BUT COULDN'T FIGHT POVERTY.
SHE DROVE OUT LOVE TO WELCOME WEALTH.
WHAT IS LAW TO A HUNGRY MAN?
TH GIRL WH OLOVED A BURGLAR.
HER HEART WAS TORN, BUT HER SOUL UNSCATHED.
HE WOULDN'T DRINK A TOAST TO A BRIDE.
SHE SHOULD LOATHE HIM, BUT SHE LOVED HIM.
A THRILLING FIGHT TO SAVE A GIRL.
A GIRL'S FIGHT AGAINST THE CITY'S LURE.
HE LOOKED INTO THE MOUTH OF A GUN.

ADVERTISING PUNCHES.

1.—A thrilling story of city life and the struggles of a girl beset by poverty and temptation.
2.—Priscilla Dean, beautiful star of appealing type, supported by Herbert Rawlinson.
3.—A discharged veteran of the Canadian Expeditionary Forces confronted with the alternative of stealing or starving.
4.—A girl agrees to marry a man of wealth in order to escape the fangs of poverty.
5.—A girl who falls in love with a strange burglar, in spite of his self-denunciation.

Special Attraction Press Sheet

AT A GLANCE.

Feature: "Kill or Kill."
Star: Priscilla Dean.
Brand: Universal Special Attraction.
Story: A drama by Elmer Clifton, adapted from the story of Max Brand in All-Story Magazine.
Directed by: Elmer Clifton.
Length: Five reels.
Class: Society and crook play.
Time: 1915.
In the support of Priscilla Dean is Herbert Rawlinson in a strong role. Others include Alfred Allen and Harry Carter.
Location: Luxurious city mansion, artistic studio, magnificent banquet hall.
Thumb-Nail Synopsis::
The story of a girl who fought poverty to keep her soul clean, and of a wounded soldier's love for her and desire to restore a fortune stolen from her by a crafty guardian.
Previous Hits: "The Brazen Beauty," "The Gray Ghost," "Which Woman."

MONEY LUST INSPIRES INJUSTICE TO GIRL.

OLD MAN MIDDLETON was dominated by money lust, and when a great estate was left in his care he determined to steal it from the beautiful girl to whom it rightfully belonged. He made her think she was penniless and things were going along smoothly until his rascally nephew, Craig, stole from him the paper which proved Ruth Orton to be the owner of the estate.

Then Henry Warner came back from France, wounded, and sought work in New York. Unable to find it, he determines to steal. After a series of thrilling incidents he falls under the control of Middleton, who forces him to undertake a dangerous mission.

In "Kiss or Kill," the thrilling Universal special attraction, which comes to the ..... Theatre on ....., with beautiful Priscilla Dean and Herbert Rawlinson, the struggle of a man against temptation and poverty and the big part which a girl plays in making him "go straight" are depicted in a graphic manner.

GIRL INVITES BURGLAR TO BRILLIANT RECEPTION.

Tense Scene With Burglar Is Depicted In "Kiss or Kill."

SHE heard a slight brushing noise at the window. In horror or marauders, she grasped a revolver from the table and leveled it in the direction from which the noise had come.

"Come in," she called, "and throw up your hands."

A man entered the room, a tantalizing smile on his lips.

"Don't shoot," he said. "I'm a bold, bad burglar, but I won't hurt you."

He was a thief, she knew, but there was something about his voice and his smile that made her hesitate to call the police. She dropped the gun.

The man, quick as a flash, became master of the situation. Then, before he would consent to leave, he made her promise to invite him to a reception which she was to attend.

Warner's turn came the next night, when he found himself face to face with a man who had stolen something he wanted—a man who had persuaded a girl to marry him against her best judgment—a man who——

There's a thrill in every scene of "Kiss or Kill," the smashing Universal special attraction in which Priscilla Dean will appear as the star at the ..... Theatre on .....

NEED FOR MORE COURTESY TO SOLDIERS EMPHASIZED.

"Kiss or Kill" Shows Why Employers Should Favor War Veterans.

THE necessity for more proper recognition of the sacrifices which American boys have made to keep the Prussian scourge from spreading over all of Europe—recognition that should at least include preference to soldiers as applicants for positions—is emphasized in "Kiss or Kill," the thrilling Universal special attraction which comes to the ..... Theatre on ....., with Priscilla Dean and a strong supporting cast, including Herbert Rawlinson.

The picture details the experiences of a wounded veteran of the conflict "over there" in seeking work in New York after he is discharged, and shows how desperate a hungry man may become.

When Henry Warner meets Ruth Orton, however, any tendencies he might have had to break the law are deflected by the beautiful girl's influence.

RUTH ORTON BREAKS OFF ENGAGEMENT TO CRAIG.

THE announcement of the engagement of Ruth Orton to Middleton Craig, nephew of the wealthy retired business man, John Middleton, has been followed by a second one, cancelling the engagement. Miss Orton is said to have broken with Craig soon after meeting Henry Warner a veteran of the Canadian Expeditionary Forces. Thrilling incidents are rumored to have cemented the friendship of Miss Orton and Warner into strong affection, and the outcome of the affair will be detailed more fully in "Kiss or Kill," which comes to the ..... Theatre on ....., with beautiful Priscilla Dean and Herbert Rawlinson.

OLD CROOK TRICK USED TO ESCAPE THE POLICE.

Great Pursuit Scene Features "Kiss or Kill," With Priscilla Dean.

HE was being pursued by the police. In his pocket was a large wallet that had belonged to a prosperous-looking individual only a few minutes before. He had not wanted to steal; he hated to be considered a thief. But he had been hungry and his landlady had threatened to exit him, and he still was feeling the effects of a wound which had brought about his discharge from the Canadian Expeditionary Forces in France.

Suddenly he thought of a trick employed by crooks in escaping the law. It had been demonstrated to him by a noted criminal who had fought shoulder to shoulder with him against the Huns. He flattened himself against a door and the police dashed by without seeing him.

The door yielded and Henry Warner found himself in the home of Old Man Middleton. His experience had unnerved him and he was for going out and giving himself up, but he knew such a course meant a long jail term. In such a mental condition he yielded to a proposition by Old Man Middleton that he undertake a dangerous mission.

In "Kiss or Kill," which comes to the ..... Theatre on ....., Warner's experiences and those of a beautiful girl form one of the most thrilling yet appealing stories yet shown on the screen.

Six Thoroughbreds

DOROTHY PHILLIPS in "PAY ME"

ELAINE HAMMERSTEIN in "The CO-RESPONDENT"

"The DOCTOR and the WOMAN" Starring MILDRED HARRIS

Every one of these Six Jewels has been the
See them all at your nearest Jewel Exchange with

Good for any Track

LOUISE LOVELY & CARMEL MYERS IN
"SIRENS OF THE SEA"

HERBERT RAWLINSON in
"COME THROUGH"

"The MAN WITHOUT A COUNTRY"

biggest Money-getter of its type ever since its date of release.
out fail and without delay. Or the Home Office, 1000 Broadway, N.Y.

Eddie Polo's New Serial Announced

"The Lure of the Circus"

EDDIE POLO.

Finest Serial Effort of the Universal Promised In This Circus Serial.

DIRECTED BY J. P. McGOWAN

Cast of Real Circus Stars Includes Two Leading Ladies and the Best Support That Could Be Obtained. Filmed In Real Circus Tent.

THE time has come to announce a new Universal serial. Here it is: Eddie Polo, in "The Lure of the Circus," will start on November 4.

As the name implies, this is a circus serial, and all through the exciting story the background of the action is the circus tent and the circus people. Where could there be found a better circus drawing-card in the films than Eddie Polo, who spent more than fifteen years of his life on the tanbark and the flying trapeze? He is the one best bet in the photoplay field and almost the only photoplay star who has ever been starred by a circus as well.

"The Lure of the Circus," the Eighteen Episode Serial, in which Polo will star, was written especially for him by William E. Wing, who took the advice of several circus authorities in the mechanical part of the story. To throw the circus into greater relief, the author has introduced a real red-blood story about a lost heiress and a fight for an invaluable oil tract which was supposed to be barren of oil. This gives the proper number of angles upon which a serial story must hit to be safe in punches, interest and to keep it from becoming monotonous.

The direction was entrusted to J. P. McGowan, who worked once at Universal City as Helen Holmes' director and who has since been directing fast moving railroad drama and serials. The combination of all these circumstances insures a master serial.

In the cast in support of the star are Mollie Malone, Eileen ("Bebe") Sedgwick, Fred Montague, Charles Hill Mailes, Harry Carter, Duke R. Lee, Nobel Johnson and a dozen real circus people, who include Eddie De Coma, Louise Gladstone, of Gladstone Sisters; Pearl Grant, aerial partner of Eddie Polo for years; Roy Miller and Frank Chester, famous clowns, and Ruth Wood, equestrienne.

ROSTER OF CIRCUS TALENT.

HERE is the roster of talent supporting Eddie Polo and Molly Malone in "The Lure of the Circus":

EDDIE DE COMA—Eddie De Coma was for years a member of the famous De Coma family of circus performers. In every big city in the world he is known for his daring work on the aerial apparatus. In "The Lure of the Circus" De Coma repeats the act that won him fame in the sawdust ring.

DUKE R. LEE—As master of equestrians, Duke R. Lee has been more envied than any man in the country by the army of small boys who flocked to Barnum and Bailey's Circus. Lee, wearing a shiny plug hat and cracking a whip, conducted the ring-riding acts. He fills the same role in "The Lure of the Circus."

LOUISE GLADSTONE—The Gladstone Sisters—known wherever there is tanbark, pink lemonade and peanuts, famous under every big-top in the country. That is briefly the recommendation of Louise Gladstone, who appears in support of Eddie Polo in "The Lure of the Circus" as a daring acrobat and rider.

PEARL GRANT (Mrs. Eddie Polo)—It is not often that a star is supported by his wife, but that is the relative position of the beautiful Pearl Grant to her husband in "The Lure of the Circus," a Universal photoplay in which the cinema Hercules is starring. Mrs. Polo won independent fame with Barnum's show as an aerial performer and acrobat.

ROY MILLER—Started out in a small West Virginia town to follow a circus. He followed thereafter until recently, when he left the Sells-Floto organization to join the funny staff of the "The Lure of the Circus," in which he appears as a genuine mirth-gathering clown.

FRANK CHESTER—Frank Chester's carer in the circus world seems to have gone along side-by-each with Roy Miller, only that Frank started out in Omaha rather than West Virginia. Both of them were producing clowns with the Sells-Floto Circus, which organization they left to join "The Lure of the Circus" at Universal City.

RUTH WOOD—Ruth Wood, while not a veteran of the tanbark, or for that mater a veteran of anything but the primary school, is riding before the camera in "The Lure of the Circus." She is known for her clever work in other pictures in support of Universal stars.

Violet Mersereau

Returned to Bluebird Fold in

"TOGETHER"

Popular and Clever Star of a Long List of fine Bluebirds now under direction of

O. A. C. LUND

WELCOME back, Violet Mersereau. The star of lots of Bluebirds has just completed another under the title, "Together," and it has already been set on the Bluebird program just ahead of "Hugon the Mighty." Miss Mersereau also has a new director in the person of O. A. C. Lund, who put over "Just Jim" a long time ago with Harry Carey.

"Together" is founded on a book called "The Lone Dit," and it in turn will be made into a novel adapted from the film which contained not only the framework of the original but another story cleverly interwoven by Mr. Lund into "Together."

Miss Mersereau plays a double role. She is twins, equally divided between the sexes. It is the ignorance of each character of the existence of the other, which makes the suspense in "Together," and it is real movie suspense of the most legitimate sort.

Mr. Lund has secured a cast of uniform excellence for "Together" in support of Miss Mersereau. Chester Barnett plays the juvenile and Barney Randel the heavy, with the bits also well chosen.

It is a pleasure to see Miss Mersereau after her months of absence from the screen, and to see her in such a congenial role. She seems equally at home in either role and makes a bigger hit as the boy than she did in "The Boy Girl" of pleasant memory.

VERY LATEST L-KO NOTES.

DIRECTOR NOEL SMITH has just completed a comedy feature for the L-KO Company, entitled "SCARS AND BARS." According to advance information the story abounds in new comedy elements, ending with a decided and novel surprise. Dick Smith, the versatile comedian, carries off the honors as a gloom chaser, in his laughable interpretation of the poor jailbird who always gets left on everything. Bobbie Richards gives a clever presentation of the hero thrust into fame and into the arms of the beautiful girl, Helen Lynch. A prison theatre scene, said to be one of the funniest things done in comedy for some time, is one of the features of "SCARS AND BARS." Jack Henderson, Charles Lakin and Eddie Barry are in the cast. The photography is done by Irving Reis.

ANTHONY W. COLDWEY, well known for his scenario work with the Sennett comedies and formerly with the American, is now in charge of the scenario department of the L-KO Company. Realizing the necessity of a well-knit story, the L-KO has adopted the policy of producing comedies with funny situations and "gags," but all built around the main theme of the story, as even in comedies, the "story is the thing."

CHARLES DOUGHERTY, the clever Sunshine comedian, is now at work with the L-KO. His line of humor is decidedly original and different from the usual movie comedians, the L-KO has secured Merta Sterling to play opposite. Miss Sterling is well known in the comedy field, having been featured with L-KO before. The title of the first picture has not been decided upon, but Vin Moore is the director, with Park Reis, recently returned from vacationing, on the camera.

CHARLES PAROTT has completed "Painless Love" for the L-KO, with Billy Armstrong, Babe Hardy, Peggy Prevost, Charles Inslee and Grace Orma. The story involves the difficulties of a rising young dentist and his assistant.

IF any of the members of the Davis L-KO Company ever go out on location without their draft registration cards, they will know the reason why. While down at the beach, filming scenes for "Playing Movies" (temporary title), a comedy of schooldays and the movies, featuring Charlie from the Orient, Director Davis was interrupted by a party of sailors who demandsd to see all of the company's draft cards. But none of the men had their draft cards with them in their movie clothes, so it was evident that they were in somewhat of a predicament. While all the male members of the company were resting peacefully in the jail, Miss Bartine Burkett, jumping in one of the company's machines, tore back to the L-KO studios for dear life itself. And as Charlie from the Orient, the little Chinese comedian, put it, "Miss Bartine pretty speedy kid." At any rate, inside of two hours, she was back to the beach with the draft cards of every man which she had gathered up. And many were the manly hearts beating more freely once again as the charge of slackers was removed from

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DEAN
"The Two-Soul Woman"

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The Bride's Awakening"
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As the care-free, easy-going Beau Brummel gambler with a magnificent spirit for righteousness and fair play, the great Keenan brings to the screen a Western play you will never forget.

With World News On The Screen, And A Lyons and Moran Comedy

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Guaranteed to make a well person laugh himself sick

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In

"THE EMPTY CAB"

A great newspaper mystery drama. You'll laugh to see how a young cub reporter makes a scoop in this corking tale.

And the final chapter of the "BULL'S EYE."

"THE RUNAWAY"

And a Real Funny Picture

"NEW YORK, BY HECK"

PROGRAM CONTINUED ON OTHER SIDE

Program Continued

Wednesday-Thursday, Sept. 25-26

BESSIE BARRISCALE in

"MADAM WHO"

A screen version of Harold McGrath's sensation mystery story. The scenes are laid in the Southland during the Civil War. A secret service classic.

"The Geezer Of Berlin"

A Pretentious Burlesque on

"THE KAISER, THE BEAST OF BERLIN"

Extra Special Extra Special

SEE ALL THE WAR LORDS OF GERMANY BAKED IN A PIE

Von Turpentine, Von Hindenboig and the Clown Quince. Two Reels of Great Comedy. **Don't Miss It.**

Friday-Saturday, Sept. 27-28

Third Chapter

"THE LION'S CLAWS"

"The Net of Terror"

A wild animal serial interesting and entertaining for men, women and children.

Extra Added Feature

EDITH ROBERTS

In

"The Deciding Kiss"

A dowdy little wren has been known to shame a peacock. A play that will entertain any audience. One of the most delightful film plays of the season.

And a Dull Care Chaser

"THE GUILTY EGG"

Special Matinee Saturday for School Children and Mothers

THIS is a reproduction of the weekly program of the Nokomis Theatre, Minneapolis, Minn., C. E. Hansing, Mgr. On the only days he did not have a Bluebird, he strengthened his bill by booking the two-reel Comedy, "The Geezer of Berlin," and he gave it the display in the week's bill and advertising. Hansing can't find room enough for Bluebirds, for he runs them all two days, and is eating up the available supply.

VIOLET MERSEREAU
In the amazing accomplishment of Playing Three Distinct Characters in an unusual Photo Drama
"TOGETHER"
Directed by O. A. C. Lund
Book thru nearest Bluebird Exchange or BLUEBIRD PHOTO PLAYS INC.
Carl Laemmle, Pres.-1600 B'way, N.Y.

Front of the Holman Theatre, Montreal, All Dolled Up

Notice the top banner and the dressing of the lobby all in line with the character of the title, huge dice and all.

THRILLS A PLENTY

A THRILLING punch is presented in almost every scene in "The Lure of the Circus." Following is a partial list of dramatic wallops selected at random from the serial:

Powerful, quivering Arab horses race around the tanbark, dragging swaying chariots, the drivers of which lash the steeds to greater effort. A wheel collapses. The drivers are thrown over the front boards; a horse stumbles. Before the horrified eyes of the spectators on the plank seats, drivers and horses writhe in agony. A woman driver is injured. Her place is filled by——

Nan Harden, niece of a wealthy oil man, who runs away from boarding school and joins the circus. She is loved by both Polo and a ring-master. A superb horse-woman, she is posing for a patriotic spectacle when fireworks ignite her drapes. Seeing her danger, Polo makes a daring leap from his aerial apparatus, sweeps her from the flaming pedestal into his arms and saves her for the first time.

Polo's father is the target for a gang of desperate business crooks, one of whom is Nan's uncle. A gang of men hired by them burn an oil well belonging to Polo's father. Flames from a burning well purchased in the California oil fields illuminate the night sky and furnish light for the filming of a dramatic gun fight between the hired gunmen of big business.

Bad blood seethes under the big-top between Polo and the ringmaster over the love for the girl. The ringmaster hires a gypsy to tell Nan a sad fortune, in which his cause is espoused. Failing in mental suggestion, he hires a woman of the side-show to pour acid on the gasbag of a balloon in which Nan is to make an ascension. With superhuman strength Polo swings to the trailing ropes as the balloon clears the ground and saves Nan by a flying leap.

In a furious gun battle between gangsters hired by Harden to ruin Polo's father, Harden is shot to death. Jack takes refuge in a mountain cabin. The gangmen dynamite the cabin. It is blown sky-high. Polo escapes by a miracle.

He is pursued to the rigging of a ship. A sailor cuts the rigging. Polo dives into the sea. Bullets spatter around him as he swims for his life.

A gangster employed as a "stuge" at the circus is intent upon killing Polo. He even tries to cut the rigging on his aerial appartus. He might have succeeded if he had known that an elephant never forgets an unkindness. Before he had well started on his plan to wreck Polo he struck an elephant with a barbed hook. As he sneaked toward the tent to harm Polo the elephant reaches out with his trunk, seizes him and tosses him in the air, catches him and dashes him to the ground and to his death.

The circus folks raid a farmer's field for fruit. The farmer summons the townspeople as a vigilance committee. The husky "stuges" and strong-men advance against the townsfolk in battle array.

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Breaks every former Serial Booking Record N.Y. Exch.
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NO FEATURES ANY BETTER

Universal Film Exchange,
St. Louis, Mo.

Gentlemen: — The Grand Theatre of Centralia, Ill., has run all of the Bluebird photoplays, and will heartily recommend them to other exhibitors. Taken as a whole, there are no features that will give any better satisfaction.

They are a variety lot of photoplays, up to date, and just what the public is looking for. Yours truly,

(Signed)
LEWIS S. JOHNSON,
Business Manager,
Pittinger Grand,
Centralia, Ill.

Only Two Theatres in not Usin

OUT of seven prominent theatres in Oklahoma City, the metropolis of the great Southwest and one of the most prosperous and progressive cities in the country, five are using Bluebird service regularly. That's some proportion of business if you stop to think about it. On the opposite page you will see the names of the theatres using Bluebirds for two days to a week.

BEST HE EVER SHOWED IN BELOIT.

Bluebird Photoplays, Inc.,
New York, N. Y.

Gentlemen:—I have your favor of the first at hand, and note what you have to say regarding the printing of my letter to Mr. Bowles, Kansas City, Mo., regarding Bluebirds. I will say that you have my permission to print and show any letters that I may write regarding Bluebirds.

They are the best I have ever shown in my house and I have run several kinds in the last few years. They run more even, and give me better results than any other that I have run. I can always bank on a fine house Bluebird night.

I will say that I have one of the finest fireproof houses in the State, and one of the best equipped. Have a $5,000.00 pipe organ installed, and enjoying a very nice business.

Hoping that the Bluebirds will continue to produce as good or better plays than in the past, and with best regards, I remain,

Yours very truly,
(Signed) E. T. BURGAN,
The Grand Theatre,
Beloit, Kansas.

THEY HAVE THE PRESTIGE

GENTLEMEN:—

IT IS THE BLUEBIRDS THAT HAVE THE REAL PRESTIGE AMONG MY PATRONS. I have always run the strongest programme features that I could secure, and when I compare results all along the line, the BLUEBIRDS show up as far and away the most consistent crowd-getters and the most certain in popularity with my clients.

Yours sincely,
WILLIAM BROWN,
Isis Theatre,
Salina, Utah.

ıing Up For Many Exhibitors

Oklohoma City that are Bluebirds

The Majestic Theatre
The Lyric Theatre
The Airdome
The Aldridge Theatre
The Liberty Theatre

NOTES BIGGER DEMAND.

Universal Film Exchange,
New York.

Gentlemen:—I notice with satisfaction that your Bluebird Productions have improved, and I am sure that if you continue improving on same, you will find a bigger demand from all exhibitors for this program.

I want to make special mention of a few of those which I have run, such as "Midnight Madness," "Guilt of Silence," "Mother's Secret," etc.

Yours very truly,
COLONIAL THEATRE,
Brooklyn, N. Y.

WANT TO PLAY THEM AGAIN.

Bluebird Photoplays Co.,
2116 Locust Street,
St. Louis, Mo.

Gentlemen:—I have a good run on Bluebird pictures, and I will be glad when the cool weather opens up, so that I can play them up again. I regard Bluebirds among the very best. Many of my patrons, especially women of the younger set, have requested that I re-play some of those that I already have shown.

Yours for success,
(Signed)
THEODORE COLEMAN,
St. Louis, Mo.

It Has Everything

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Gentlemen:—

"Broadway Scandal" with Carmel Myers is one of the very best Bluebirds that I have had the pleasure of presenting to my patrons. It embodies every quality that goes to the making of a good picture. I find Bluebirds highly satisfactory, as they are a mode of attraction that gives satisfaction to my patrons and brings gratifying results at the box office.

A. D. McGUIRE, Mgr.,
American Theatre, Twin Falls, Idaho.

INCREASED SUNDAY BUSINESS

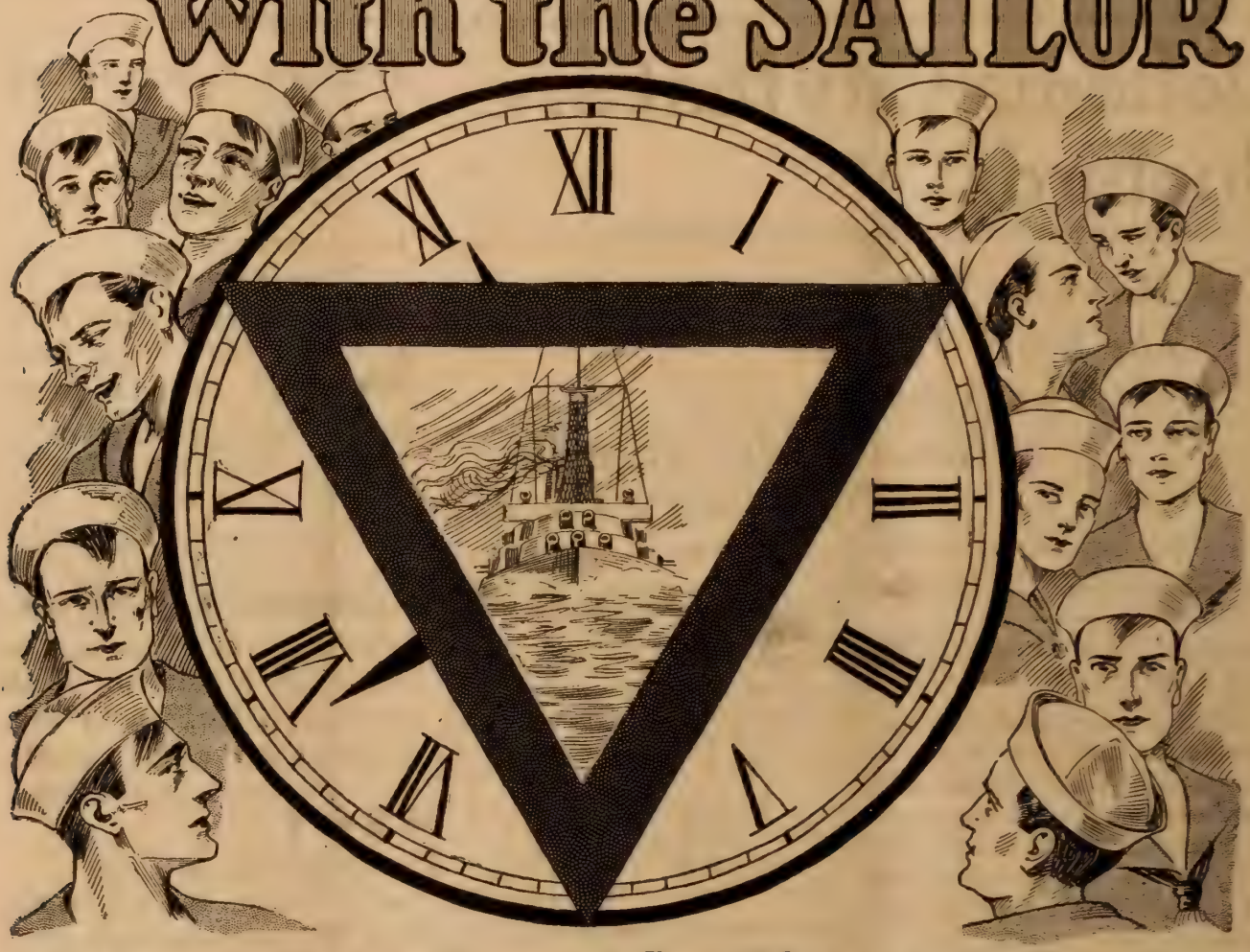
UNIVERSAL FILM EXCHANGE,
Des Moies, Ia.

Gentlemen:—

Just a word or two about Bluebird pictures. I take this opportunity of expressing much satisfaction over the results I am obtaining in running Bluebird pictures. Despite the fact that I am not making any special efforts in advertising these pictures they have increased my Sunday business fifty per cent., and I take great pleasure in recommending them to my fellow exhibitors.

M. SCOLARO,
Olympic Theatre, Cedar Rapids, Iowa.

"AROUND the CLOCK with the SAILOR"



Capacity Crowds Everywhere

A Tremendous HIT with the Public

"AROUND THE CLOCK WITH A ROOKIE" (1st release)—"AROUND THE CLOCK WITH THE SAILOR" (2nd release) and the coming release—"AROUND THE CLOCK WITH THE MARINE" were all experiments. We didn't know how the public would like them. NOW they are little short of sensational successes, because the public are cramming their way in to see how our Yanks are having the time of their young lives, training to smash hell out of the Huns.

SPECIAL posters—special ads and other big ad helps will assist you in putting this over in your house with a wallop. BUT—before you book, do as we have always advised you to do, if you have the time. SEE WITH YOUR OWN EYES how big these specials really are. If you haven't shown the first release, book that and advertise this series. Boost 'em to the very limit. Your local Y. M. C. A. will co-operate with you. Book immediately.

Book thru your nearest Nniversal Exchange, or communicate with the UNIVERSAL FILM MFG. CO., "Largest Film Mfg. Co. in the Universe," CARL LAEMMLE, President, 1600 Broadway, N. Y.

Fritzi Brunette in "The Velvet Hand"

A dramatic exposé of the secret workings of the feared vendetta

A LAVISHLY STAGED DRAMA
ONE OF FRITZI BRUNETTE'S BEST

Book thru your nearest
Bluebird Exchange – or
BLUEBIRD Photoplays INC.
1600 Broadway, New York

A page from a prominent Oregon newspaper, The Sunday Oregonian of Portland. Notice the showing in a publicity way obtained by Universal, Bluebird and Jewel Films.

ANIMATED WEEKLY No. 44.

HERE is a little advance tip on what will be found in Universal Animated Weekly No. 44. The Animated always strives to be highly patriotic and makes a determined effort to present its patriotic subjects before other weeklies have the opportunities. For instance, in No. 44 it has the first shot of President Wilson drawing the first draft number. This film was rushed by special messenger from Washington to New York and the picture was shown in New York houses the day after it was taken in Washington. It was the special advertised feature of the 19 or 20 houses which showed it that night.

In the same reel there are striking pictures of the opening of the Fourth Liberty Loan drive, with shots of the President arriving in New York, Vice-President Marshall speaking at the wonderfully artistic and expressive Altar of Liberty at Madison Square, and Secretary Daniels performing the same office in Chicago.

There is in the same number a wonderfully comprehensive view of the Hog Island Shipyard, showing thousands and thousands of workmen turning out ships and showing the ships themselves in every period of their construction.

Another wallop for the Animated is a special Liberty Loan flight over the city of Baltimore, made by J. C. Brown, the Animated special representative in Washington, D. C. Mr. Brown ascended in an airplane for the purpose of getting these pictures and in order to get an unobstructed view he had to stand up and shoot over the aviator's head. Every moment of the time he was risking his life, but he achieved not only a beautiful and exclusive photograph of the city of Baltimore in holiday dress, with its streets crowded with celebrants and decorated with flags and Liberty Loan displays, but he also obtained what was still more interesting, a tremendously interesting view of a score of airplanes in battle formation in the air, taken from the air.

Several evolutions never hitherto photographed were performed in front of the camera's lens.

GERMAN GUN PUNCTUATES PHOTOPLAY.

(*Continued from page* 10)

versal comedy was run with Gale Henry in it. When she leaped out of the cell into the midst of the poker-playing policemen (I don't remember the name of the picture, but it showed Clam Island at high tide). 'Big Bertha' went off again and the crowd roared. Owing to the fact that half the audiences in the Boulevard theatres are homesick American soldiers and officers, the titles are now given in French and English at the same time. American 'society' and 'costume' or period films make French audiences squirm as a rule, but they like our comedies and our Westerns. The Westerns are good American propaganda at this time. Too bad the American directors haven't the wonderful locations and settings the French and Italian directors have to work with. Some French films I have seen are picturesque gems, wonderfully photographed but intolerably long. Some of the business is a little too Frenchy for American audiences.

"Regards to all.

"Sincerely,

(Signed) "BOB DOMAN."

Remember, if it hasn't been seen in your town before, it's **FIRST RUN.**

Two Special Attraction Music Cue Sheets

By James C. Bradford

"THE TALK OF THE TOWN"

No.	(T)	Title (D) Description.	Tempo.	Selections.
1		At Screening	3-8 Valse Brilliante	In the Tavern—Jensen
2	T.	At Fifteen	2-2 Allegro Moderato	The Gum-Sucker's March—Grainger
3	T.	Won't You Play With Me?	3-4 Allegro Con Grazia	Danse De Salammbo—Arends
4	D.	Children Chase Dog	6-8 Allegro Assai	Tarentella—Bohm
5	D.	Major Leaves Carriage	2-4 Con Spirito	Sinbad—Romberg (Fast One Step)
6	T.	As Trees and Flowers Leave	2-4 Andante Grazioso	Serenade—Moszkowsky
7	D.	Genevra Runs Down Walk	2-4 Allegro Rubato	Badinage—Herbert
8	T.	A Year	3-4 Tempo di Valse	Only For You—Romberg
9	T.	A Thing Forbidden	2-4 Allegro	Scene De Ballet—Tscherepnine
10	D.	Genevra Posing	3-4 Tempo di Valse	Brise Du Soir—Gillet
11	T.	Please Chase One For Me	4-4 Moderato	*The Flame of Love—Friml (Theme)
12	T.	With the Subtile Instincts	6-8 Moderato	Petite Barcarolle—Champoux
13	T.	I Want Somebody	4-4 Moderato	*The Flame of Love—Friml (Theme)
14	T.	No Trace of Her	3-4 Allegro Con Molto Grazia	Butterfly—Densmore
15	T.	The Awakening	3-4 Valse Lento	Mother's Garden—Frey
16	T.	The Transformation	6-8 Allegro Brilliante	Aragonaise—Massenet
17	T.	When Men and Women	2-4 Allegro Non Troppo	Land of Joy—Valverde (Fast One Step
18	T.	Jack Langhome	4-4 Moderato e Grazioso	Sunbeams—St. Heller
19	T.	When a Woman Won't	3-4 Tempo di Valse	Oriental Nights—Grant
20	T.	Babbling Tongues	4-4 Moderato Grazioso	Whispering Willows—Herbert
21	D.	Genevra and Langhome Start Dancing	4-4 Moderato	Smiles—Roberts (Fox Trot)
22	D.	Leave In Auto	2-4 Presto	Intermezzo—Arensky
23	T.	You Are Going	4-4 Moderato	*The Flame of Love—Friml (Theme)
24	T.	The Moth and the Flame	4-4 Moderato	Jump Jim Crow—Romberg (Fox Trot)
25	T.	Just Playing With Me	4-4 Moderato	Andante Appassionato—Castillo
26	T.	Morning Sunbeams	3-4 Tempo di Valse	Smiles, Then Kisses—Ancliffe
27	T.	Time Works Wonders	4-4 Moderato	*The Flame of Love—Friml (Theme)

* Repeated Selections.

"KISS OR KILL"

No.	Min.	(T)	Title or (D) Description.	Tempo.	Selection.
				REEL I.	
1	1½		At Screening	3-4 Tempo di Valse	In Old New York—Herbert (Red Mill)
2	2	T.	Jack Warner	2-4 Moderato	*Mrs. Casey—Hoschna
3	1½	T.	Jack Was Beginning To Believe	2-4 Allegro	Sarabande—Burgmein
4	1½	T.	David Middleton	3-4 Allegro	A Love Song—Bartlett
5	2½	T.	Young Man	3-4 Allegro Moderato	Butterfly—Densmore
				REEL II.	
6	2¼	T.	Ruth Orton	4-4 Moderato	*Do It For Me—Hirsch (Theme)
7	2	D.	Nephew At Door	2-4 Moderato	Caprice—Reisenfeld
8	1½	T.	Marry Me	3-4 Tempo di Valse	Dodola—Frey
9	2	T.	The Girl Was Such a Peach	2-4 Moderato	Gavotte—Arditi
10	1¾	T.	Who Are You?	4-4 Moderato	*Do It For Me—Hirsch (Theme)
				REEL III.	
11	2	D.	Jack Leaves Ruth	3-4 Allegro Non Troppo	Air De Ballet—Hille
12	1½	T.	Say, I Think I'm Going	4-4 Moderato	Get Together—McClure (Fox Trot)
13	1½	T.	The Next Day	3-4 Allegretto	Air De Ballet—Herbert
14	2¼	T.	Where Do You Get That Stuff?	3-4 Allegretto	Valse Gracieuse—German (Gypsy Suite)
15	2	T.	I Always Knew You'd Pay	2-4 Moderato	*Mrs. Casey—Hoschna
16	1½	D.	Jack and Ruth Meet	4-4 Moderato	*Do It For Me—Hirsch (Theme)
17	1¼	T.	On Way To Dinner Party	4-4 Andante Moderato	A Kiss For Cinderella—Carroll (Fox Trot)
				REEL IV.	
18	2½	T.	In Craig's Home	3-4 Tempo di Valse	Beautiful Ohio—Kaiser
19	2½	T.	Why Are You So Quiet?	4-4 Moderato	*Do It For Me—Hirsch (Thewe)
20	1½	T.	I Believe You	3-4 Tempo di Valse	Coquetterie—Mathews
21	2½	T.	She Can't Marry Two Men	2-4 Moderato Con Agitazio	Dramatic Agitato No. 38—Minot
				REEL V.	
22	1½	D.	Jack Escapes	2-4 Allegro	Hurry No. 1—Langey
23	3¾	T.	Go To Middleton's House	4-4 Molto Allegro	Athalia—Mendelssohn
24	1½	D.	Jack Enters Room	4-4 Moderato	*Do It For Me—Hirsch (Thewe)
25	1½	D.	Craig Enters Room	2-4 Moderato	La Coquette—Onivas (Intermezzo)
26	1½	T.	Go Home, Boys	4-4 Moderato	*Do It For Me—Hirsch (Thewe)

* Repeated Selections.

"Perils of the Parlor"

Nestor Comedy.

CAST.

Hubby	Carter DeHaven
His Wife	Belle Bennett
Her Mother	Mrs. Eddy
Summer Girl	Lucile King

HUBBY leaves on business and wife insists on going along. He can't take her and they fuss. He leaves and she decides to go after him. He sees a crook steal a purse from a strange woman and pursues the crook and gets the purse. The woman, however, has him arrested as an accomplice and he is taken to jail. Wifey in the meantime has gone to the station, to find that she has missed the train. She gets sore and returns home, where she rents the place to three summer girls and then she goes home to mother.

Meantime the real crook has been captured and confessed and hubby is liberated. He starts for home, gets muddled up and when he arrives on the doorstep can't face his wife, so goes around and climbs into his room through a window.

Meantime the summer girls have put on bathing suits and decide to go to the beach. One of them fills the bathtub with hot water just after Hubby has started the cold water running. He steps into the bathtub, lets out a howl, and the girls think him a burglar and have him arrested. He explains he owns the place, however, and they settled down to make a party of it.

Meantime the mother has started to visit her daughter; arrives and thinks Hubby is false and starts to clean up the place and succeeds very will, till Wifey, who has missed her mother and returned, arrives and the difficulty is straightened out. Mother-in-law offers profuse apoligies, but only after difficulty is Hubby talked into forgiving her. He does so, however, and all ends happily.

"Husband Hunter"

Western Three-Reel Comedy.

Hugh Hardy	Neal Hart
Lucy	Caroline Vaughn
Emily	Ann Kroman
Buck	Joe Rickson
Mrs. Livingston	Countess Du Cello

HUGH HARDY, a wealthy young cattleman, lives with his sister on his vast ranch. His sister, Emily, one day tells her brother that Lucy Livingston and her mother are coming to visit at the ranch, as her mother is determined to have her marry Hugh Hardy and his money. Hugh laughs and immediately works up a joke. He gets his foreman, Buck Martin, to change places with him during the time their company stays. They also tell the cowboys of the scheme.

Preparations are made to receive the Livingstons, and Buck orders Hugh around very severely. All this is very annoying to Hugh, but he is willing to see the joke through. On account of all this ill-treatment to the supposed-to-be laborer Lucy gets interested in Hugh, and they plan a secret wedding. But—one day Lucy sees Hugh kiss Emily, and not knowing this is his sister, she tells her mother and they enter a stage and drive away. Emily learns of this and gets the cowboys to hold up the stage coach. Lucy has no fear, as she recognizes a ring on Hugh's finger. Everything is then explained and the two couples go to the minister for further proceedings.

"Nailed at the Plate"

Lyons-Moran Star Comedy.

HOGAN is known as the hard-boiled umpire. Jones is in the same baseball team. One afternoon they have a "run in" at the ball grounds and Jones hits Hogan on the head with a pop bottle. Jones takes it on the run, while Hogan is left waiting for medical attention.

The same afternoon the wife of Jones meets the sweetheart of Hogan, and they recognize each other as old friends. Hogan's sweetheart tells her that she is to be married that evening and asks if Mr. and Mrs. Jones will stand up for them. The invitation is accepted and the two women depart.

Mrs. Jones arrives home and tells her husband about the honorable invitation for the evening, to attend the wedding of her friend. Mr. Jones is pleased and they both start out for the affair.

Meanwhile the sweetheart tells Hogan that she met an old married friend and has arranged for the couple to stand up for them.

The next scene takes place at the minister's home, where the bride and bridegroom, who is the umpire, with his head all bandaged up, are waiting for their guest. Just then Mr. and Mrs. Jones arrive and when the minister brings Mr. Jones over to Hogan, the bridegroom, he recognizes him as the man who hit him, and swears to take revenge. A terrible chase follows and then Hogan nails Jones at the plate, where a hot argument takes place regarding that afternoon's ball game. And while they are arguing, the minister and the two women line up. The marriage ceremony takes place at one end while the argument continues at the other end.

SYNOPSES OF NESTOR, L-KO, LYONS-MORAN STAR COMEDY, WESTERN DRAMA.

Animated Weekly

No. 43.

OO—OO! Look, Mr. Commuter! $25,000 from a War Garden!—Only this wasn't one of the backyard variety, but 400 acres at Camp Dix where Major-General Hugh L. Scott, commander of the camp and "big boss" of the gardens, suffered from no shortage of labor.—*Wrightstown, New Jersey.*

France Honors President Wilson.—In recognition of his great work in the field of world politics, America's Chief Executive is elected to the French Academy of Science, together with Cardinal Mercier, of Belgium and M. Salandra, of Italy.

Prince Axel of Denmark Here To Study Navy.—His Royal Highness, wearing his naval uniform, is met at the station by Secretary of the Navy Daniels.—*Washington, D. C.*

New York Goes Back To Police "Line-Up."—Police Commissioner Enright re-establishes successful method of identifying suspects.—*New York City.*

Food Administrators Inspect Meat Shipments For Army.—President Poincare visits great collection of hospital buildings presented to our heroic ally by the people of Canada.—*Paris, France.*

New Orleans Is Very Nearly Tireless.—Why? Because the Red Cross is soliciting automobile tires and the Crescent City is more than patriotic. —*New Orleans, La.*

Turk Army In Holy Land Smashed By British Who Take 18,000 Prisoners!—General Allenby's forces, composed of "Anzacs" and Indian troops, annihilate Sultan's armies in 60-mile advance, capturing Nazareth, where Christ spent his childhood.—*With the British In Palestine.*

American Built Caproni Plane a Success.—Major-General J. Franklin Bell attends trial flights of giant bombing machine at Hazlehurst Field. —Mineola, L. I.

Marvels of Modern Science Aid Yanks On Battlefields.—Surgeon-General Gorgas has adopted an "automobile hospital" which carries all the most elaborate surgical apparatus, including the X-Ray, and can erect an operating pavilion anywhere within twenty minutes.

Cartoons by Hy. Mayer, World Famous Caricaturist.

"BRASS BULLET," SCREEN MAGAZINE, CURRENT EVENTS AND ANIMATED WEEKLY.

"The Brass Bullet"

Episode No. 11—"Evil Waters." Two Reels.

ROSALIND is held captive by King and Bates.

James and Dr. Canfield, who are trying to rescue her, have gained entrance to the shack and a terrible struggle takes place there for possession of the girl. At last James and Canfield manage to get her and the three start off for the dock. The police are following them, so James tells Dr. Canfield to put Rosalind in the boat and go away with it, as he will follow later. But the police arrest James and also Canfield, who is accused of being an accomplice to James.

Later James escapes and goes to the dock where he left Rosalind. There he meets Bates, who has been double crossed by King and Gilbert, and as a revenge Bates tells him that these men have gone away with Rosalind in a boat. James follows.

King and Gilbert, arrived at the home of Homer Joy, tie Rosalind to a chair and proceed to open the safe in an underground passage. Through some incident water is caused to flow through the passage and while working on the safe discover that water is creeping up about their ankles. Finding the exit blocked, they finally see a trap through which they can escape, leaving Rosalind to her fate. She is tied to a chair and the water creeps up about her——

"Scars and Bars"

(*Copyright* 1918, *L-KO Motion Picture Ko.*)

HEINIE and Dick attempt to park all night in a farmer's cornfield, but much to their regret they are chased. Dick is caught and put in jail. Heinie, who escapes, runs until he loses almost all his clothes except his underwear. When he stops to rest he leans against a freshly-painted sign with a number on it, and the impression comes off on his back. In such a state he speeds to the city on a bicycle he had secured. In the town there is a bicycle race taking place and as he is coming in he is surrounded by an enthusiastic throng who acclaim him winner of the bicycle race.

Heinie is royally treated and receives a medal from Henderson, the rich man, who gave the race, and his pretty daughter pins a medal on Heinie.

One day while Heinie and the girl are slumming they meet Dick Smith in jail, with whom the girl immediately falls for. A rivalry springs up between Heinie and Dick and a chase ensues between them.

"Fighting for Freedom"

(Official British War Pictures.)

Episode No. 3—"The Sensational Capture of Bagdad."

(Special.)

BAGDAD is a name to conjure with. And it took Great Britain's Eastern army almost two years to reach it. But when they had crossed the Tigris River over the bridge improvised by their engineering corps they found the city very little desecrated by the Turks who fled too precipitately to effect much damage.

The reel shows the armies and munitions with which the Tommies, Highlanders, Arabs and Indians who composed this wonderfully effective army that fought their way to the heart of Mesopotamia.

This ends the Kaiser's dream of passing from Berlin to Bagdad. The railway station at the Bagdad end is shown in this film. It will not be many months before the Berlin station will be a matter for film photographs, as well.

BUY LIBERTY BONDS.

Universal Screen Magazine, No. 93

THE boys of Camp Pershing, New York, will let us watch "Young America in Training." This Screen Magazine takes us with them to review the entire day's activity of a rookie from the time he arrives at camp until he is off for his dreams.

Just watch what is coming and see if you would not like to be a dog—sometimes. Dogs of the "400." Yes, real society, and they show us that they are up-to-date aristocrats in their ways of living.

The heart of the iron, that will shine like a star from Heaven, for the breast of the hero. All this means "The Belgium War Cross," the making of which is shown in this issue.

Quite different from Kipling's idea of making woman fair, with a rag, a bone and a hank of hair, we are shown fashions designed by Zalud, with a piece of satin and serge.

The next chapter gives us five extracts from popular newspapers, showing how nearly correct Germany is in her official statements.

Did you ever see apricots grow, and then where they go? Y. M. C. A. boys assist in gathering them, and they ship them to the boys "Over there." Even the pits are used for chemicals for gas masks.

The last few feet of this film is used by Willie Hopkins, noted sculptor, who produces art miracles in mud, entitled, "Some Stunt."

Current Events, No. 73

Warning! ! To Coughers and Sneezers!—"Spanish Influenza" is spread by coughing and sneezing in public places, frequently by persons who are not afflicted with the disease themselves. Use your handkerchief! Don't do as this man is doing——

New York Police In Camp Get Military Training.—Commissioner Richard Enright and city officials attend review of "the finest" at Camp John J. Hylan.—*Sheepshead Bay, N. Y.*

Danish Prince Pays Tribute To Memory of Washington.—Exclusive pictures of Prince Axel of Denmark, Secretary Lansing and secretary Daniels, aboard the President's yacht Mayflower on a visit to the last resting place of the Father of American Liberty.—*Mt. Vernon, Va.*

Capital Hails Opening of Fourth Loan Drive.—In the presence of heroes of the French Foreign Legion and employees of his department, Secretary McAdoo raises the Liberty Loan flag over the Treasury Building.—*Washington, D. C.*

"Jackies" Harpoon Kaiser and Win Liberty Bonds.—Inspection and review at Supply Depot, Third Naval District, opens Fourth Liberty Loan drive and Lieutenant-Commander Sharp, Supply Officer, proceeds to boom the bonds.—*New York City.*

France Makes Gift To United States Senate.—Ambassador Jusserand, in behalf of his Government, presents two handsome vases to Vice-Pres. Marshall.—*Washington, D. C.*

Munitions Workers Are Congratulated By Daniels.—Naval chief expresses Government's appreciation of Midvale Steel Co. fee in turning out 1,000,000 Enfield rifles in one year.—*Eddystone, Pa.*

On To Victory With Pershing!—Remarkable pictures made by United States Signal Corps photographers on the firing line in France and released thru the Committee on Public Information.

First Yankee Drive Pushes Huns Back To Fortress of Metz!—For days the roads to the front in the St. Mihiel sectors were jammed with American artillery in preparation for the great offensive that was to smash the German line in Pershing's first great victory.

What Would You Do With the Kaiser?—An animated cartoon by Leslie Elton.

Still Kaiser of the Kaiser Pictures

"Kaiser, Beast of Berlin" Scores Record in a Pro-German Town

STAR THEATRE

LE SUEUR, Minn.

September, 19, 1918

Universal Film Exchange,
Minneapolis, Minn.

Gentlemen:- We did a fine business on "THE KAISER." This place is pro-German, and the enclosed dodger will show you what they did and the use we made of it. It proved to be the best kind of advertising. The audience went wild over the picture. I never heard such enthusiastic applause here. We ran the picture first and second fair days, and beat all years records for these days.

Yours very truly,

(Signed)

Henrietta Starkey

THE "dodger," to which Mrs. Starkey refers, is a small scare sheet, telling the community that her lithographic displays all over town had been destroyed and she accused the pro-Germans of having done the work. For this reason she stated that she did not want any pro-Germans in her theatre; they would not find anything in "The Kaiser" that they could crow about, because it was founded on facts. The throwaway did the business and produced wonderful results.

Music Cue Sheets for Three Bluebirds

BY James C. Bradford

"THE SILVER HAND"

No.	Min.	(T) Title or (D) Description.	Tempo.	Selection.
			REEL I.	
1	2¼	At Screening	6-8 Allegro	* Tarentella—Bohm
2	2	T. Wonderful News	4-4 Allegro, Ma Non Troppo	Vanitay—Caprice—Jackson
3	1¼	D. Russo In Gondola—Singing	2-4 Andantino	O Sole Mio—Italian Song
4	1½	T. In Milan	2-4 Allegro	Maria, Maria—Italian Song
5	1¼	D. Flash Back	6-8 Allegro	Margarita—Italian Song
6	1½	T. Play Padre	2-4 Tempo di Marcia	* Tarentella—Boh
7	2¼	Day of Festival		A Frangesa—Costa
			REEL II.	
8	2¾	T. I'm Going Back	6-8 Allegro	Antonia—Italian Song (Tarentella)
9	1½	D. Russo Close Up	4-4 Andante	Andante Dramatia No. 62—Borch
10	2	D. Russo Attacks Count	2-4 Allegro	Allegro Agitato No. 1—Keifert
11	2¼	T. I've Killed a Man	3-4 Lento	Twilight—Cesek
12	1½	T. Months Had Passed	4-4 Triste Molto Lento	Elegie—Massenet
			REEL III.	
13	2¾	T. A Few Years Later	6-8 Andante Con Moto	Gondoliera—Moszowsky
14	1¼	D. Curtains of Stage Open	4-4 Allegro	Gavotte—Raff
15	1½	T. At Last	3-4 Valse Lente	Chanson Bohemienne—Boldi
16	2	D. Count and Friend Meet	2-4 Tempo di Marcia	March of the Bersaglieri—Eilenberg
17	1½	T. Night After Night	6-8 Allegretto	Serenade Napoletana—Sgambati
			REEL IV.	
18	3¾	D. Interior Cafe	4-4 Moderato	* Dream Music—Herbert (Theme) (Naughty Marietta)
19	2	T. Remember Your Oath	3-4 Allegro	Intermezzo—Granados (Omit Introduction)
20	1½	T. Do You Think	4-4 Moderato	Andante Appassionato No. 57—Castillo
21	2½	T. I've Done My Best	4-4 Moderato	* Dream Music—Herbert (Theme)
			REEL V.	
22	3	D. Countess At Steps	3-4 Andante	Il Voto—Giordano (Tension)
23	1½	D. Count In Bed	6-8 Allegretto	Mattinata—Leoncavallo
24	1½	D. Finding In the——	4-4 Allegro	Battle Agitato No. 48JShepherd
25	1¼	T. Nothing Matters	4-4 Moderato	* Dreaw Music—Herbert (Theme)
26	1½	D. Attack On Trench	4-4 Allegro	Furiso No. 60—Shepherd (Short Flash)
27	1½	T. Then Came News	4-4 Moderato	* Dream Music—Herbert (Theme)

"THE LURE OF LUXURY"

No.	Min.	(T) Title or (D) Description.	Tempo.	Selection.
			REEL I.	
1	1½	At Screening	3-4 Tempo di Valse	Valse Poupee—Poldini
2	1½	T. The Child's Mother	4-4 Moderato	Puck—Grieg (Lyric Pieces)
3	1¾	D. After Conclusion of Fight	2-4 Andantino	* I Love You Truly—Bond (Theme)
4	1½	T. Twelve Years Later	4-4 Tempo di Valse	Valse Gracieuse—GGerman
5	2½	T. There's That Same Boy	2-4 Andantino	* I Love You Truly—Bond (Theme)
6	2¼	T. This Isn't Always Going To Be My Home	4-4 Moderato	Humoreske—Dvorak
			REEL II.	
7	2½	D. Dale Sweeping	1-4 Allegretto Moderato	Kiss Me—Hirsch (Going Up)
8	[illegible]	T. Night of Party	4-4 Allegretto	Serenade Coquette—Barthelemy
9	2¼	T. Two Is Company	4-4 Moderato	Sweet Little Buttercup—Paley (Fox Trot)
10	1½	D. Dale Shows John Valentine	2-4 Andantino	* I Love You Truly—Bond (Theme)
11	1½	T. Gentry Leswing Arrives	4-4 Allegretto	Poppyland—Keifert
			REEL III.	
12	3	T. After Dinner	3-4 Tewpo di Valse	Charming—Joyce
13	2¼	T. The Next Evening	4-4 Tempo di Marcie	March Burlesque—Gillet (Characteristic)
14	1½	T. Everything Is Wrong	2-4 Andantino	* I Love You Truly—Bond (Theme)
15	2½	T. A Farmers Wife	2-4 Moderato	Romance—Karganoff
			REEL IV.	
16	2	D. John Enters Gate	2-4 Andantino	* I Love You Truly—Bond (Theme)
17	2½	T. Leswing Though Absent	4-4 Allegretto	Stepping Stones—Ancliffe
18	2¼	T. A Little Studio Affair	3-4 Tempo di Valse	Mecca—Lemieux
19	3	T. One Month Later	4-4 Moderato	Romance—Grunfeld
20	1¼	D. John Takes Letter From Bureau	2-4 Andantino	* I Love You Truly—Bond (Theme)
			REEL V.	
21	2¼	D. Flash Back—Leswing and Dale	2-4 Moderato	Astarte—Mildenberg (Intermezzo)
22	2½	T. Wait, John	4-4 Andantino	Forgotten—Cowles
23	1¾	T. John, the Fiddler's Son	4-4 Moderato	Drawatic Tension No. 67—Shepherd
24	1¾	T. You Belong To John	6-8 Moderato	Boy of Mine—Ball (Ballad)
25	1½	T. I Love You, John	2-4 Andantino	* I Love You Truly—Bond (Theme)

"TOGETHER"

No.	Min.	(T) Title or (D) Description.	Tempo.	Selection.
			REEL I.	
1	2¾	At Screening	3-4 Allegro	Air De Ballet—Shawinade
2	1¾	T. Home For Vacation	3-4 Allegretto Grazioso	Slavic Dance No. 10—Dvorak
3	1½	D. Laura At Tree	4-4 Moderato	* Why Don't You—Caldwell (Theme)
4	1½	I. Insert—Telegram	3-4 Allegretto	A Love Song—Bartlett
5	1½	T. The Snail	4-4 Moderato	Pickaninnies Paradise—Osborn (Fox Trot)
6	2½	T. Arriving Home	2-4 Moderato Agitazione	Dramatic Agitato No. 38—Minot
7	1½	D. Jim Enters House	4-4 Moderato	* Why Don't You—Caldwell (Theme)
			REEL II.	
8	2½	D. Crooks In Grass	4-4 Moderato	Oh! How I Wish I could Sleep—Wendling (Fox Trot)
9	4	D. Laura Enters House	2-4 Allegro	Sinbad—Romberg (One Step)
10	2¾	T. Why Do People Make Wills?	6-8 Tempo di Marcia	The Hobbledhoy—Olson (Characteristic)
11	3¼	I. Insert Letter	4-4 Moderato	Romance—Tschaikowsky
			REEL III.	
12	2½	T. A Short Time After	2-4 Allegretto	Canzonetta—D'Ambrosio
13	1¾	D. Laura and Children Leave House	3-4 Andante Appassionatto	Appassionato—Berge
14	2½	T. I Note	4-4 Moderato	Woodland Whispers—Von Blon
			2-4 Allegro	Do-Re-Me—Motzan (Intermezzo)
15	1¾	T. Yer Don't Lift a Pin	4-4 Moderato	Hurry No. 1—Langey
16	1½	T. Something Hit Me		
			REEL IV.	
17	3	T. I Got An Idea	3-4 Tempo di Valse	Mysterioso No. 1—Langey
18	2¼	D. Crook Opens Window	4-4 Moderato	Smiles, Then Kisses—Oncliffe
19	1¼	D. Restaurant	4-4 Moderato	Jazz—Baskette (Fox Trot)
20	1½	T. Why Have You Not?	2-4 Moderato	Pizzicato—Lack
21	1¾	D. Flash Back Restaurant	4-4 Moderato	Fancy Free—Barratt (Fox Trot)
			REEL V.	
22	3	D. Fight Starts	2-4 Allegro Vivace	Allegro Agitato No. 8—Andino
23	2½	T. Say, Young Feller	2-4 Allegro	After You've Gone—Layton (One Step)
24	2¼	T. Them—Got No Brains	2-4 Vivace	Hurry No. 33—Minot
25	1½	T. That's Your Brother	6-8 Allegro	Caprice—Pryor
26	1½	D. Children At Table	4-4 Moderato	* Why Don't You—Caldwell (Theme)

* Repeated Selections.

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An Open Letter to

MR. F. H. HULSEY

Dallas, Texas

MY DEAR MR. HULSEY:—

I received a personal letter from J. A. Bradt of the Echo Theatre, Portland, Ore. He writes:

"I am in a community where every one owns an automobile. It's a short run from my house to down-town where I have to compete with two thousand seat houses, big orchestras and big programs. I am successfully doing it by running Universal Special Attractions, and these Specials are getting the crowds for me BETTER than any one type of feature on the market. I can afford the best in the land. Price cuts no ice. Quality is the only demand, and U Special Attractions are doing the trick for me."

Isn't it true, Mr. Hulsey, that people are much the same in the Northwest as in the Southwest as far as wanting fine pictures? And if I showed you a stack of letters a foot high in which Exhibitors from every State in the Union write of the big business they are doing on U Special Attractions, wouldn't that convince you that there's something behind our SPECIAL ATTRACtions? For more evidence call up the Universal Film Exchange at 1922 Commerce Street, and tell them you wish to arrange a private showing of DOROTHY PHILLIPS in "THE TALK OF THE TOWN," one of the most recent SPECIALS.

Here you'll have actual proof of more than a thousand Exhibitors might tell you. You'll see with your own eyes, how vastly superior our SPECIALS are to the average high-class feature play. After you review this subject, will you extend the courtesy of your personal opinion in a letter to me?

Very truly yours,

Carl Laemmle

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Loew-Fox-Moss

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1600 Broadway, New York City

"Wid" of Wids.

"Almost Naughty but Should Be a Real Box Office Attraction."-- WID

DOROTHY PHILLIPS

IN

"THE TALK OF THE TOWN"

UNUSUAL TREATMENT OF TRIANGLE THEME GIVEN CLASSY PRODUCTION

DIRECTOR ..... Allan Holubar
AUTHOR ..... Harry Vickers
SCENARIO BY ..... Allan Holubar
CAMERAMAN ..... Fred Granville
AS A WHOLE..... Unusual treatment of eternal triangle idea with trick finish and interesting early plot development to show reason for wife's later actions.
STORY..... Interestingly developed along unique lines, has considerable kick at finish and holds interest all the way. Quite suggestive in spots.
DIRECTION..... Provided classy atmosphere and injected many effective touches with great suspense leading up to climax.
PHOTOGRAPHY..... Very artistic; at times exceptional
LIGHTINGS..... Superb; many artistic bits
CAMERA WORK..... Very good
STAR..... Beautiful and appealing and got away with fifteen-year-old sequence exceptionally well.
SUPPORT..... Not a jarring note in the cast. Some great kids.
EXTERIORS..... Many beautiful shots; looked like paintings. Flash of "Black Cat" cafe exterior out of harmony with general classy atmosphere, looked "setty."
INTERIORS..... Very fine and helped by effective lightings
DETAIL..... Abrupt jump in Pullman sequence; was probably scissored by censor.
CHARACTER OF STORY..... Nears the danger line several times which might give prudes an excuse to step in.
LENGTH OF PRODUCTION..... 4,800 feet

SUGGESTIONS.

I WOULD suggest copy along this line: "Do you talk about other people? Have you ever been talked about? Has idle gossip ever been the cause of unjust misunderstandings between you and your husband? See Dorothy Phillips in 'The Talk of the Town.'"

"Do you tell your daughter vital truths that she should know about life or do you let her find out from older companions?"

Make it plain that this is not propaganda, but an interesting and unusual treatment of the eternal triangle situation which shows the effect the daughter's early home influence upon her married life.

I THINK this is going to register with a bang with most folks. It gets nearly naughty several times, and some incidents have certainly been rather broadly dealt with, but I don't think this ever reaches the point where you should have scruples about playing it unless you are operating in a Puritanical community where they let a bunch of narrow-minded wimmin pass on the stuff you show. There is just enough of the suggestive in this to give these birds a chance to get busy.

The story centers about a girl who has been strictly disciplined all of her life with the result that she is sent away to a seminary with little knowledge of life and a determined desire to find out. While at school she obtains a book on "How to Win the Opposite Sex," and learned quite considerable therein which leads her to propose to Bill Stowell, a man much older than she, and they elope. Her main reason for marrying, however, was to escape the discipline of her home and she refuses hubby her love. Later, at a cafe, she starts a flirtation with willun Norman Kerry and demands an introduction from hubby Bill, who refuses. Bill's warning about Norman's character makes her more determined to meet him, and she arranges a tea party for the sole purpose of bringing this about.

Then we have the usual triangle idea with Norman, a frequent visitor, while hubby is away, leading up to Norman taking Shero to a roadhouse where he starts the ruff stuff. Hero Hubby comes in just as things are getting interesting and there is a struggle in which Norman is shot. Shero falls into Hubby's arms—cured. Then they pull a trick finish—which was a real surprise—proving the whole thing to be a frame-up between Norman and Bill to make wifey realize the error of her ways. They stretch the ending out rather unnecessarily by showing the couple with a baby and having Shero's father admit that the discipline thing was all wrong, but it doesn't drag noticeably and the kid touches are good audience stuff.

Gloria Joy, as Shero at the age of five, was extremely cute and Miss Phillips certainly got away with the fifteen-year-old sequence convincingly. We had some delightful hokum with a bunch of kids in the first reel which should go over big anywhere, and the atmosphere and lightings were superb throughout, making this distinctive and classy all the way. There were several titles in this which I have a hunch will be stepped on in some communities.

Ralph Lewis did excellent work as Shero's father, Norman Kerry as the good-looking he-wamp, made you believe it, Bill Stowell gave a good performance as usual, and others who appeared were: Zazu Pitts, Mrs. Griffith, William Burgess, Mr. Bainbridge, Charles Hill Mailes, and a chink who made a small bit register. The kids in the first reel were great.

Unparalleled!

In this little farming town of Stanfield, Oregon with only

400

population

"THE KAISER—the Beast of Berlin"

did a gross business of

$178.50

in two shows in a Theatre of only

150 Seats

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STAR COMEDIES

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PRESS SHEET FOR RUTH CLIFFORD in "THE LURE OF LUXURY"

A BLUEBIRD PHOTOPLAY

THE STORY

(*Copyright* 1918, *Bluebird Photoplays, Inc.*)

DALE ALDIS, the unloved daughter of Mirza Boechat, who lives in a queer foreign quarter of a staid little New England village, returns from convent to rescue the son of the village drunkard from a gang of tough boys.

When her mother dies she has attained the age of twenty and returns from school to occupy the mansion. She finds John Coventry, the boy, grown to manhood, but with a tendency toward drunkenness.

By her friendship she holds back the tides of heredity and makes a man of him.

Then into her life comes Philip Leswing, an African diamond king, who showers luxuries upon her and by subtle inference tries to show her how foolish she would be to marry a farmer.

Story by Nalbro Bartley.
Scenario by Fred Myton.
Directed by Elsie Jane Wilson.

CAST

Dale Aldis (the young woman) ..... Ruth Clifford
Dale (the child) ..... Elizabeth Janes
John Coventry ..... Edward Hearn
Philip Leswing ..... Harry V. Meter
Glenny (the maid) ..... Janet Sully

She realizes that ease and luxury will be hers if she marries Leswing. She determines to tell John Coventry. When she does so the tides of heredity sweep over him and seem to engulf him in a wave of dissipation.

Leswing, a good man at heart, realizes that the girl should marry her first love and sends her back to John.

BEAUTIFUL PHOTOPLAY JUST AROUND CORNER.

Ruth Clifford Is Star in Bluebird's "The Lure of Luxury."

Mother is rattling the supper dishes in the kitchen. ....

Pop is smudging up the curtains with a pipe.

Daughter is playing that confounded Hawaiian gigglewhine record on the funnygraph and there seems to be nothing to do till manana.

In spite of the discouraging outlook, don't wind the cat or put the clock out, for hope is just around the corner.

You know that little theater where the manager stands at the door and takes tickets for an hour every time he gets a new speckled vest. Well, at that little theater tonight you can see the most beautiful Bluebird photoplay in the world, "The Lure of Luxury," in which Ruth Clifford is starring.

Of course you remember Ruth Clifford as the star in "Midnight Madness," with Kenneth Harlan. Well, Ken is now mussing up the Germans with a gun and so Miss Clifford is starring by herself.

"The Lure of Luxury" will certainly make Pop come prancing home with a box of candy and a bunch of flowers, because it shows what would have happened to him had not Mother agreed to marry him.

Remember.

Ruth Clifford is the star. "The Lure of Luxury" is the name of her latest Bluebird photoplay, and the theater is just around the corner.

Let's go!

Awgawan, Pop, let's go. Huh, Pop?

ADVERTISING PUNCHES.

1.—A gripping story dealing with the elements of heredity, love, money, and human weaknesses.
2.—Ruth Clifford's natural beauty and grace, together with her dramatic ability.
3.—The peculiar angle of a Bohemian little foreign corner in a prosaic New England village.
4.—An unusually strong supporting cast.
5.—Excellent direction of Elsie Jane Wilson, assuring coherence of action and the proper dramatic emphasis.

FOR THE HERALD

DALE ALDIS returned to her family home after unloved years in a boarding school, to find that she loved John Coventry, son of the village drunkard.

Philip Leswing, a rich man, loved Dale for her beauty and youth and pleaded his cause by showering luxuries upon the girl. His intent was to show by contrast how much happier she would be with him than with the humble farmer whom she really loved.

Ruth Clifford, star of many screen successes, plays the role of Dale Aldis in "The Lure of Luxury," her latest Bluebird.

What did she do?

What would any other young girl do?

In this masterful Bluebird photoplay Dale does exactly what you think she would not do.

But it turned out beautifully.

To tell you more would spoil the story.

NOTES.

Ruth Clifford, who was the beautiful Belgian girl in "The Kaiser, the Beast of Berlin," has the most beautiful picture of her career in "The Lure of Luxury," which comes to the.....theatre on.....

The story of how a girl's love turned back the tides of heredity in a man and saved a drunkard's son from his father's fate is told in "The Lure of Luxury," the beautiful Bluebird photoplay which comes to the.....theatre on.....

The peculiar moral angle of a little Bohemian corner in a prosaic New England village is interpreted in "The Lure of Luxury," the absorbing and beautiful Bluebird photoplay in which Ruth Clifford will appear at the.....theatre on.....

AT A GLANCE

FEATURE—"The Lure of Luxury."

STAR—Ruth Clifford.

PREVIOUS HITS—"The Desire of the Moth," "The Savage," "Midnight Madness," "Fires of Youth," the Red, Red Heart," "A Kentucky Cinderella," "The Door Between," and as the girl in Rupert Julian's wonderful production, "The Kaiser, the Beast of Berlin."

SCENARIO BY Fred Myton.

FROM THE STORY BY Nalbro Bartley.

DIRECTED BY Elsie Jane Wilson.

SUPPORTING CAST — George Hupp, Edward Hearn, Al MacQuarrie, Elizabeth Janes, Ethel Martin, Harry V. Meter, Janet Sully.

LOCALE — "World's End," a foreign touch in a prosaic New England village. Country estates. Gotham mansions.

TIME—Now.

THUMB-NAIL THEME — The story of a young girl who holds back the tides of heredity in the son of a drunkard and keeps him good by her love. She is on the point of marrying another man to assure herself of a life of ease when she realizes that her act would ruin a life. Then she returns to her first love.

Advertising Catch Lines

Her love held back the tides of heredity in the man she loved.

A modern peeping Tom Coventry and his twentieth century Lady Godiva.

Smarty, smarty had a party. Nobody came but poor Johnnie Coventry.

See Ruth Clifford in her latest Bluebird, "The Lure of Luxury."

Ruth Clifford goes bargain hunting in her latest Bluebird and buys a husband.

Cornering the love market; Ruth Clifford in her latest Bluebird, "The Lure of Luxury."

The village drunkard, his son, a title lady, her daughter—the rare combination in Ruth Clifford's latest Bluebird, "The Lure of Luxury."

Do you believe in heredity? See Ruth Clifford in her latest Bluebird photodrama, "The Lure of Luxury."

MAN HELPED TO RESIST LURE OF DRINK BY GIRL.

Johnny Coventry Shows Real Strength of Character in "The Lure of Luxury."

YOU have heard of Peeping Tom of Coventry, who peeped from his window as Lady Godiva rode by, and for his curiosity was stricken blind; well, ever after those Coventry folks have seemed queer.

There was old Tom Coventry of Amherst, for instance. He was a fiddler by profession and a drunkard by choice. He was the most prominent loafer in the village, but he escaped censure. Instead, his kiddie, little Johnny Coventry, drew the abuse of the dough-faced little angels of the town, who shied cobble-rocks at his head and mocked the staggering gait of his father.

Dale Aldis, poor child (everyone knows her mother never loved her), saved him from the boys one day and from that moment on he became a better sort of a kid. Later on when someone told him that just one drink wouldn't hurt him, he remembered Dale's face and had brass and pig-iron enough in his nature to pass it up.

That was the beginning of a mighty love that grew in barren New England soil and flourished for Dale Aldis and John Coventry. The story has been made into a Bluebird film with Ruth Clifford as little Dale Aldis. It is being shown tonight at the..... theater. See it and agree with critics that it is one of the beautiful star's most humanly delightful photoplays.

It is called "The Lure of Luxury," and is at the.....theater.

A gripping story dealing with the elements of heredity, love, money and human weakness will come to the .....theatre on..... in the beautiful Bluebird photoplay, "The Lure of Luxury," with Ruth Clifford.

TIDES OF HEREDITY HELD BACK BY LOVE.

Ruth Clifford Has Strong Part in "The Lure of Luxury."

LOVE is the only thing that can hold back the tides of heredity. That was what John Coventry, son of a drunkard, told beautiful Dale Aldis when she told him that she was going to marry a richer man.

Then she realized that her act would ruin his love, possibly hers, and probably the life of the other man. She was at the parting of the ways. Down one broad and comfortable boulevard she could see fine clothes, a palatial home, luxury and ease, as the wife of a powerful and rich man. The other road to her girl-eyes was twisted and rough with vicissitudes. It seemed a dull, colorless trail without the opalescent sparkle of the other course.

What did she do?

What would any other girl of her age do?

If you desire to know go to the .....theater tonight, where the beautiful Ruth Clifford is starring her latest Bluebird photodrama, "The Lure of Luxury."

The lovely star's work in her latest production is said to be dramatically magnificent.

The story is strong in dramatic quality and has been delightfully produced.

"The Lure of Luxury," starring Ruth Clifford, is at the..... theater.

Seems as tho the Bluebird Officials were in dead earnest in their desire to secure women to sell film, for this is the second request I have had to tell why Bluebird Pictures are the best Program pictures on the market today.

I do not pose as a saleslady, but you can't offset some of the indisputable arguments on BLUEBIRDS. I maintain that when the Exhibitor, who pays the bills, writes you his enthusiastic approval on BLUEBIRDS, it must be true, for what would any Exhibitor gain by boosting the goods to the maker from whom he buys them and pays cash.

Day after day, without missing one day in the last year, I have received letters, sometimes one a day, sometimes as many as half a dozen, from Exhibitors who are boosting Bluebirds with all their might and getting top results from that boosting.

In my own case, my releases, including "MY UNMARRIED WIFE," "A BROADWAY SCANDAL," "THE DREAM LADY" "BORROWED DUCHESS," and others have been money-getters and genuine box office attractions if the words of these scores of Exhibitors are true, and I have no reason to doubt but what they are true.

Argument or sales points are futile unless YOU, yourself, see with your own eyes the class and character of BLUEBIRDS.

That's why I would just love to have you review the latest Bluebird pictures, so that you may know how wonderfully they have increased in box office power, in story, sets, continuity, and dramatic value. Make it a point to do it NOW. The big season is just starting.

Most cordially yours,

CARMEL MYERS

Delightful

Edith Roberts

and brilliant

Lew Cody

in

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A Modern-ahead-of the minute Drama. Just full of Punch.

BOOK IT

and

watch your Audience chuckle with sheer delight!

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Carmel Myers

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The Moving Picture Weekly

Vol. 7—No. 9
OCT. 19, 1918

Monroe Salisbury

"HUGON THE MIGHTY"

Bluebird Photoplay

Your Theatre Name Here

T. C. Cut No. 41—Mat 20c.

Your nearest Bluebird Exchange will furnish you a mat of this cut. You can get a mat of every Bluebird Production the same as the mat for this feature. Begin NOW and use every display ad as fast as you book your Bluebirds. Advertising is your life blood. Keep up with the procession. Don't let your competitor beat you to it.

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Naughty?.No.
Box Office
Attraction ?
Big !

Dramatic?..Well rather.
BOOK IT
NOW!

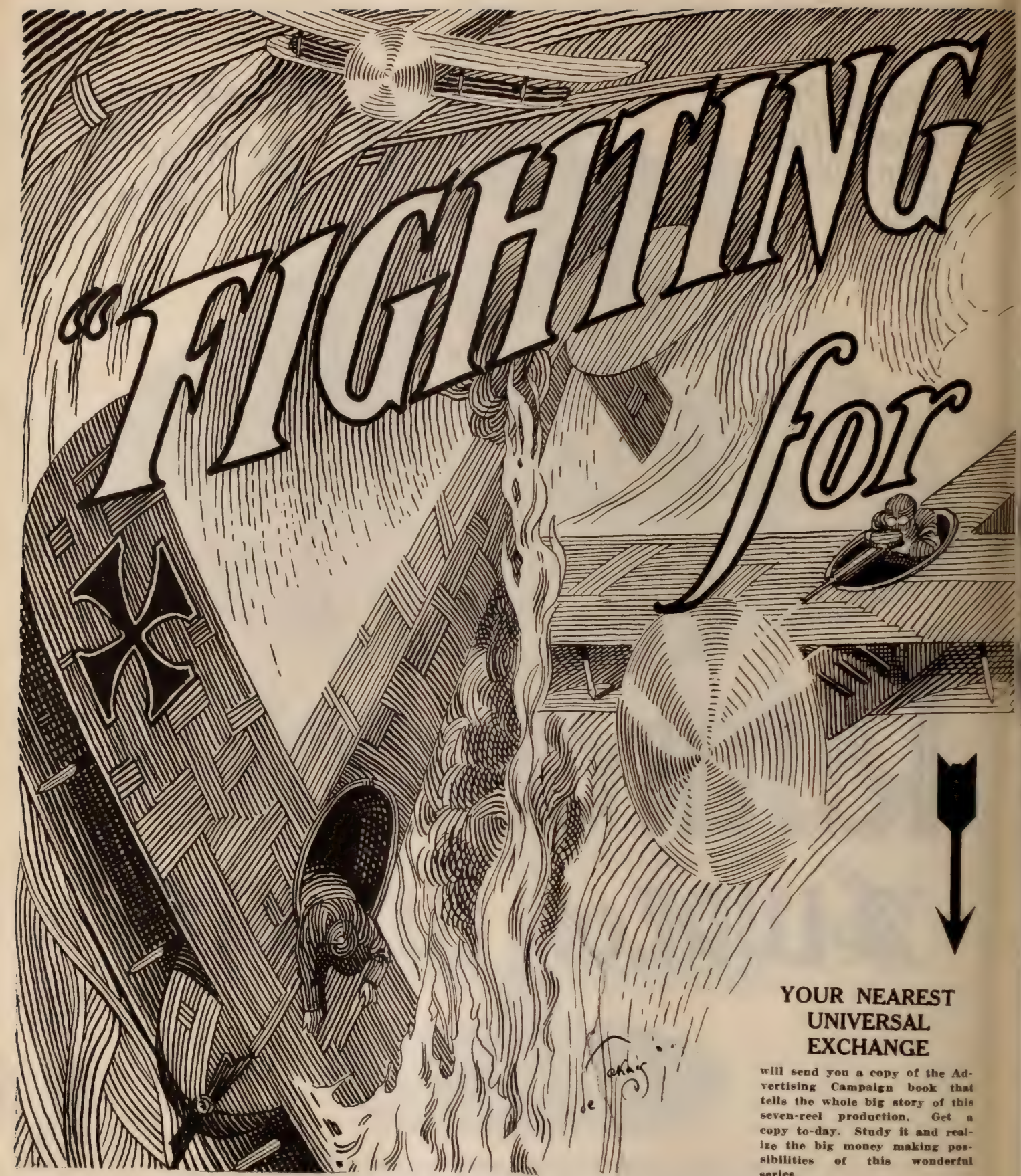
RUTH CLIFFORD

IN

"The LURE of LUXURY"

BOOK thru your local BLUEBIRD Exchange, or communicate with

BLUEBIRD Photoplays (Inc.), 1600 Broadway, New York City.



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British Tanks in Action
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boosting the title of each episode exactly as you boost a costly big feature. If people were interested in war doings a year ago they are a hundred times more eager to know and see all the big happenings NOW.

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Amazing Photography Lavishly Produced
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Fritzi Brunette
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Bewitching

CARMEL MYERS in "A SOCIETY SENSATION"

Quite a Sensation for your House.

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For The Exhibitor of

THE STORY.

(*Copyright* 1918, *Bluebird Photoplays, Inc.*)

LAURA STANDHOPE, reared in the belief that she was an only child and an orphan, is called from boarding school by Andrew Brean, an executor, to hear the reading of her father's will. When she reaches her old home, which Brean has been occupying for years, a beetle-eyed butler irritates her and she calls Jim Watson, the sweetheart of her childhood, and asks him to take her to the old home in the country in which she lived when her mother died.

In the mother's home they find a diary which reveals an estrangement between her father and mother. They learn that a twin brother of Laura's had been taken away by her father, who died soon afterward.

The Snail and Larry the Kid, a thief and his protege, just out of Sing Sing, stumble on to the house while seeking shelter from a heavy storm. There is a fight. Jim is overpowered and the Snail and Larry flee, taking the diary with them, as well as the telegram which Brean had sent to Laura telling her of her father's will.

Soon afterward, however, they return the diary and telegram with a note in which the Snail says Laura can find her brother in a Tenth avenue lunchroom. The Snail then tells Larry, who bears a striking resemblance to Laura, that he must pretend to be her brother, so that he can get part of the fortune.

The father's will provides that unless the daughter and son of Standhope can both be procured on a certain day the estate is to be retained by Brean. The latter, therefore, readily acquiesces to a plan suggested by the Snail that they go to the lunchroom and hire Larry the Kid, who, the Snail says, is Laura's brother, to leave the city until after the day mentioned in the will.

Brean and the Snail and Jim and Laura reach the lunchroom at about the same time and a bitter fight is staged. The Snail, who knows all the time that Larry really is Laura's brother, and who wants to see justice done, gets Laura out and persuades her to don boy's clothes. Then he persuades Larry to put on girl's clothes.

After a time both reach the Brean home and the rascally executor is forced to turn over the estate to them, while the Snail is retained as a butler and Jim as—well, something very dear to Laura.

Story by Lewis Wolheim.
Scenario by O. A. Lund.
Directed by O. A. Lund.

CAST.

Mrs. Richard Standhope (the mother) Violet Mersereau
Laura Standhope (the daughter) Violet Mersereau
Larry the Kid ..... Violet Mersereau
Andrew Brean ..... Bernard Randall
Jim Watson ..... Chester Barnett
The Snail ..... Lindsay J. Hall

VIOLET MERSEREAU PORTRAYS THREE ROLES IN "TOGETHER."

Beautiful Star Is Mother, Daughter and Son in Charming Bluebird Photoplay.

ONE of the most distinctive achievements in the realm of motion pictures has been recorded in "Together," the charming Bluebird photoplay in which beautiful Violet Mersereau portrays three roles — a mother, daughter and son. When the picture, which is made in five reels, comes to the.....theatre on..... Miss Mersereau will be seen in several thrilling scenes, playing dual roles.

In one scene in particular she is seen actually engaged in a fight, as Laura Standhope, with herself in the part of Larry the Kid. This scene is one of the most successful double exposures yet made. One scene in the picture shows her in all three roles, an example of triple exposure.

The story deals with a young girl's fight to retain an estate left to her by her father, in the care of a shrewd executor. The will provides that she and her twin brother, from whom she was separated when a child, must appear before the executor on a certain day.

The girl's triumph over the executor and her search for her brother necessitate many thrilling experiences which add vigor to the charming appeal of the story.

An absorbing story of how a girl outwits a rascally executor who sought to keep a large fortune from her, is picturized in "Together," the Bluebird feature in which Violet Mersereau will appear at the ..... theatre on.....

FOR THE HERALD.

LAURA STANDHOPE believed she was just one of thousands or orphans in boarding schools in the United States and was surprised when she received a telegram one day from Andrew Brean, a wealthy executor, requesting her to return to her former home to hear her father's will read.

When she reached the house she became fearful of a beetle-browed butler, who seemed to be watching every move she made. She called Jim Watson, a childhood sweetheart, on the telephone and asked him to take her in his car to the home in the suburbs in which her mother had once lived. In the old place Laura and Jim came upon a diary, which revealed that her parents had become estranged and that she and a twin brother had been separated years before.

The Snail, a crook, and Larry the Kid, his protege, stumbled upon the old place while seeking shelter from a storm. There was a fight, in which Jim was overpowered and the crook got the diary and the telegram. Then a plot was hatched to pass off Larry the Kid as Laura's brother. Events and incidents which featured the girl's fight to win her legacy and to find her twin brother are pictured in thrilling scenes in "Together," which comes to the..... theatre on....., with Violet Mersereau in the leading role.

Laura Standhope, one of the most beautiful girls in filmdom, will be reunited with a twin brother she has not seen in 15 years at the ..... theatre on ....., in "Together," a charming Bluebird photoplay, which signalizes the return to the screen, after several months' absence, of Violet Mersereau. Miss Mersereau will play three roles, appearing in two of them in many scenes.

"TOGETHER" BLUEBIRD PHOTOPLAY

AT A GLANCE.

FEATURE—"Together."
STAR—Violet Mersereau.
BRAND—Bluebird.
STORY—A comedy-drama by Louis Wolheim, adapted to the screen by O. A. Lund.
DIRECTED by O. A. Lund.
LENGTH—Five reels.
CLASS—Society play.
TIME—The present.
STAR'S PREVIOUS HITS — "The Boy Girl," "Morgan's Raiders," "Susan's Gentleman," "The Girl by the Roadside."
SUPPORT — Bernard Randall, Chester Barnett, Lindsay J. Hall.
LOCATION — Boarding school; picturesque suburban home; magnificent city mansion.
THUMB-NAIL SYNOPSIS — The story of an orphan's fight for a large estate left by her father and her search for her twin brother.

ADVERTISING PUNCHES.

1—Violet Mersereau returns to Bluebird after an absence of several months.
2—Star plays triple role of mother, daughter and son, portraying daughter and son in same scenes. Splendid double exposure picture.
3—Thrilling lighting effects in old suburban home during a heavy storm.
4—Orphan girl taken from life of boarding school and made mistress of luxurious city mansion.
5—A veteran crook helps a girl win a legacy left her by her father from a rascally executor.

Violet Mersereau, the dainty star of many screen successes, returns to the Bluebird ranks in "Together," which comes to the ..... theatre on..... Miss Mersereau was absent from filmdom for several months on account of illness.

Go the limit on Liberty Bonds and War Savings Stamps, but don't miss "Together" at this theatre on .....

(In using this in your lobby sign or in your ads., make the Liberty Bonds and Savings Stamps the most prominent.)

ADVERTISING DISPLAY LINES

See beautiful Violet Mersereau in a triple role.
An orphan girl suddenly finds herself an heiress.
Rascally executor beaten by a girl.
Shattered romance revealed in diary.
Crooks plot to win part of big fortune.
The reformation of a veteran "dip."
Lunch room wrecked in thrilling fight in "Together."
Violet Mersereau returns to Bluebird.
Talented actress plays mother, son and daughter.
Charming story with scores of thrills.

GIRL SCORES TRIUMPH OVER CRAFTY EXECUTOR.

Violet Mersereau Outwits Schemer in Bluebird's "Together."

ANDREW BREAN had held the estate of Richard Standhope in trust for the latter's daughter, Laura, who was at a boarding school, but he never told her that her father had left any property until he thought it would be impossible for the requirements of the will to be met by her.

The document provided that Laura and her twin brother, of whom she never had heard, must appear together on a certain day of the month, otherwise the estate was to be retained by Brean as his own property. Laura did not know she had a brother until she read in a diary kept by her mother that the two children were separated when very young. There had been an estrangement between Richard Standhope and his wife, Richard taking the boy and the mother retaining Laura.

Laura was at her wits' end to find her brother, and it seemed that she would lose the property. Her fears were short-lived, however, for she received a note telling her that her brother could be found under another name at a certain place on Tenth avenue.

She went there, only to see a thrilling fight in which——

But it wouldn't be fair to tell you now. See this appealing Bluebird photoplay at the.....treatre on.....

A lunchroom is completely wrecked in a thrilling fight in one of the scenes in "Together," the latest Bluebird feature, in which Violet Mersereau will appear at the..... theatre on.....

SIGHT OF GIRL'S FACE SOFTENS CROOK'S HEART.

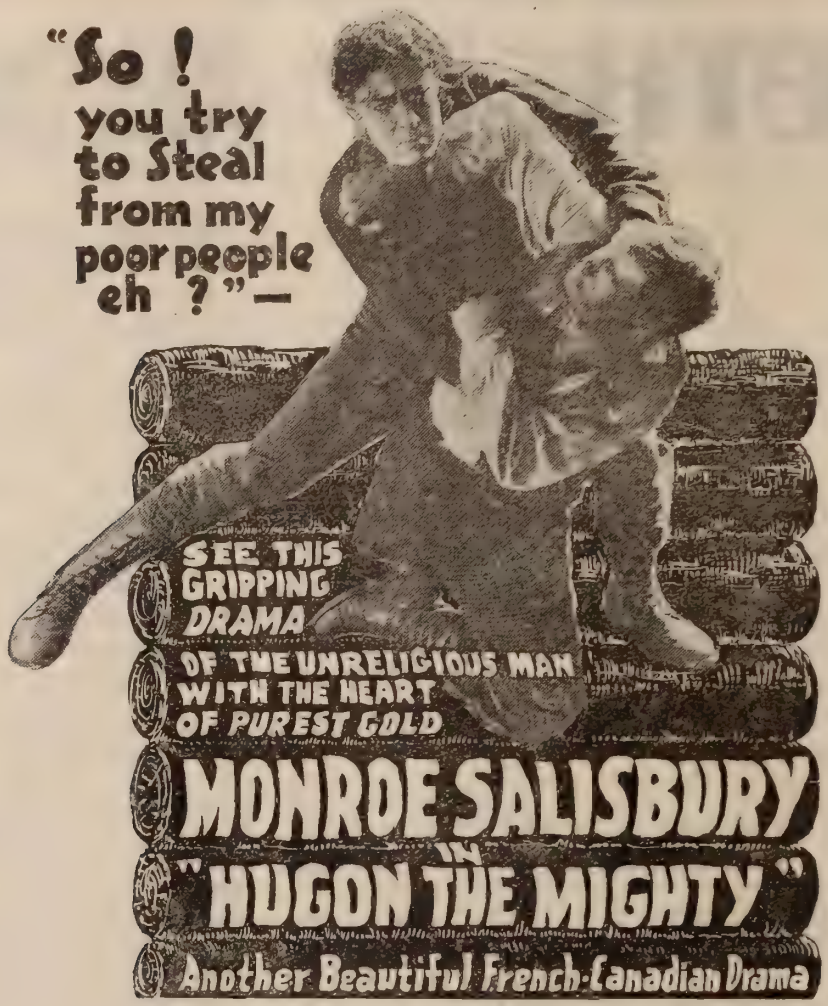
Violet Mersereau Offers Strong Character Portrayals in "Together."

LARRY the Kid was a crook, the protege of The Snail, one of the cleverest "dips" in the country. Larry had been a protege of The Snail almost from infancy and had learned all the little tricks necessary to his profession. There were times, however, when the little fellow didn't like being a crook and he often wondered whether he would have to keep up thievery as a means of livelihood.

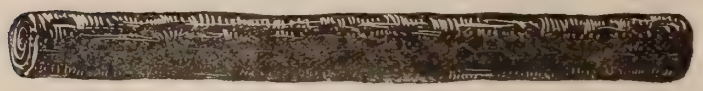
Larry didn't know much about his origin, except that The Snail had been his foster-father as long as he could remember. The Snail evaded all of Larry's questions concerning his parents and, after a time, the little fellow stopped asking them.

But there came a day when Larry saw a beautiful face that awakened in him a strange memory. A change came over him. He suddenly detested crookedness; he felt like another person, a person worthy of better things than crime. It was in an old home near a field of waving corn, and Larry was cold and hungry. He had entered the place to steal. But he couldn't steal from her. And when he and The Snail went through a struggle with Jim Watson—

It's a thrilling story that forms the theme of "Together," the latest Bluebird photoplay which comes to the .....theatre on ....., with Violet Mersereau in the leading role.


"So ! you try to Steal from my poor people eh ?"—
SEE THIS GRIPPING DRAMA
OF THE UNRELIGIOUS MAN WITH THE HEART OF PUREST GOLD
MONROE SALISBURY
IN
"HUGON THE MIGHTY"
Another Beautiful French-Canadian Drama

Your Theatre Name Here



T. C. Cut No. 42, Mat 20c.

NOTICE TO EXHIBITORS

Mr. Clune of Los Angeles produced a picture (the film version of Harold Bell Wright's tremendous book success—"THE EYES OF THE WORLD"). This picture has not been shown generally. It may be shown very soon, perhaps by the time of exhibition of MONROE SALISBURY in "HUGON THE MIGHTY." Salisbury starred in the Clune Picture, which will undoubtedly have large advertising. Take advantage of the advertising Salisbury will receive in the Clune Picture and use this newspaper display ad when showing "HUGON THE MIGHTY." Your Bluebird Exchange will furnish you with mat of this ad for 20c. USE IT.

BOOK thru your local BLUEBIRD Exchange, or communicate with
BLUEBIRD PHOTOPLAYS (INC.), 1600 B'way, N. Y. City

An Open Letter to DR. J. CLEMMER

Spokane, Wash.

DEAR DR. CLEMMER:—

We have on file in our offices here in New York a letter written by Mr. H. E. Gooden, of Gooden & Son, Parnell, Mo., in which Mr. Gooden states over his own signature that, with a certain Universal Production, he took in $385.00 in one day and turned away anywhere from $100 to $150 in cash admissions on that same day.

He states further in the same letter that a competitive production along the same theme as our production took in $177.00. He played our production repeat and again cleaned up with it. He has NOT played the competitive picture repeat nor will he ever do so. WHY?

Because the competitive production was advertised with a flow of loose adjectives, the equal of which only could be accomplished by the same man who wrote the first advertisements. The advertisements deliberately lied.

Deliberately confused exhibitors. Made exhibitors believe the competitive production was something that it distinctly was not.

THAT SORT OF THING IS TABOOED BY THE UNIVERSAL.

The Universal doesn't have to resort to faking Exhibitors to get business. MERIT ALONE is piling business up in the Universal Offices as high as the skies.

In the superior excellence of Universal Special Attractions, we simply need now to present them and they command as high, and even higher prices, than competitive pictures widely advertised and exploited in the trade papers.

We direct your attention to DOROTHY PHILLIPS in her latest release, "THE TALK OF THE TOWN." Have you played it yet? Have you seen it yet? There's a surprise coming to you both times. In seeing it and in playing it.

It's the kind of picture that you will go out of your way to book. It's the kind of a production that Exhibitors tip off to brother Exhibitors. It's the kind of a production that sells itself. Precisely so are ninety per cent. of all Universal Special Attractions. We don't make every one a 100 per cent. winner. Nobody can do that as yet. We can't either, but we make them more perfect and make them hit a higher percentage of winners than ANY OTHER PRODUCTIONS IN THE TRADE.

Very truly yours,

Carl Laemmle

MEMBER OF THE NATIONAL ASSOCIATION OF THE MOTION PICTURE INDUSTRY

THE MOVING PICTURE WEEKLY

A MAGAZINE FOR MOTION PICTURE EXHIBITORS

Published Weekly by the MOVING PICTURE WEEKLY PUB. CO.
1600 BROADWAY, NEW YORK CITY

PAUL GULICK, *Editor* JOE BRANDT, *Bus. Mgr.*
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Vol. 7 OCTOBER 19, 1918. No. 9.

Yellow Dog Drive Starts Brilliantly in Minnesota

THE patriotic principles in "The Yellow Dog" have been enthusiastically received in the Twin Cities —Minneapolis and St. Paul.

Hon. J. A. Burnquist, Governor of Minnesota, has accepted the position of Generalissimo in the State-wide drive on yellow dogism. Secretary of State Julius A. Schmall is acting Major-General, and Lieut.-Governor Thomas A. Frankson has been appointed Lieut.-General of the Minneapolis army of propaganda fighters.

In Minneapolis within a month Anti-Yellow Dog Clubs with a membership of over two thousand have been organized in the public schools, and the work of these youngsters has already been noticed.

J. Edward Meyers, whose election to the office of Mayor of Minneapolis is practically assured as the active head of the Minneapolis Clubs, with the title of Colonel. The city has been divided into sixty school districts and the clubs of each ten districts are placed under the supervision of a prominent business man, who bears the title of Major, and are indirectly connected with the Department of Justice. Two Colonels and a Lieut.-Colonel, who is the divisional organizer and secretary, comprise the General of the Colonel Staff.

Minneapolis is a strong Socialist center and in some sections inclined to be pro-German, thus procedure in organizing clubs has had to be carefully planned lest the purposes of the organization be misconstrued. It is expected that within another month the Minneapolis membership will be increased to about four thousaid.

In St. Paul, Commissioner of Education Albert Wunderlich has taken up the Anti-Yellow Dog Club organization work with considerable enthusiasm. He has followed the Minneapolis idea of dividing the city into districts and appointing Majors as sectional chiefs.

Four high school principals are acting as Majors, and Carl Dresher, Deputy School Commissioner, is acting Chief of Staff.

Mayor L. C. Hodges of St. Paul, a sterling patriot, poet, enthusiastic boys' worker, is backing up the St. Paul Anti-Yellow Dog campaign, and

Governor, Lieutenant Governor and Secretary of State in Active Command of the Drive.

Mayors of Minneapolis and St. Paul Lead Local Forces, Assisted by Commissioners of the Public Schools.

TITLES FOR CURRENT EVENTS, No. 74.

1. The last resting place of Quentin Roosevelt, heroic son of his great father.

2. Volunteers and fighters in this present draft will have to do some tall hustling to equal the record of bravery displayed on this valiant breast.

3. Italy's famous fighters sent over for the special purpose of stimulating in this matter for the Fourth Liberty Loan Drive.

4. Major - General Guglielmoote, head of the Italian War Commission to the United States.

5. First view of the American Whippet Tanks which earned much of the credit for the great Allied Victory in France.

6. Driver and gunner's mate open the windows of their "baby chariot" as the Tank Corps calls the "Whippet."

Commissioner of Schools Wunderlich expects the membership to reach three thousand in another month.

Plans for the organization of Duluth, Minn., are now under way and a full report of the campaign in that city will be made shortly.

If you haven't bought Liberty Bonds or War Savings Stamps, the management of this theatre does not want your money. If you have, we want you to see the appealing Bluebird photoplay, "Together," with beautiful Violet Mersereau in three roles.

Hurrah for Universal!

ON Tuesday the employees of the Universal in a special drive subscribed $100,000 worth of bonds to the Fouth Liberty Loan. That's going over the top.

And, mind you, there are still the Universal City bunch, the Fort Lee laboratory crowd, the 70 exchanges, the L-Ko studio, the Lois Weber studio and the Violet Mersereau studios still to be heard from. That $100,000 is just a start.

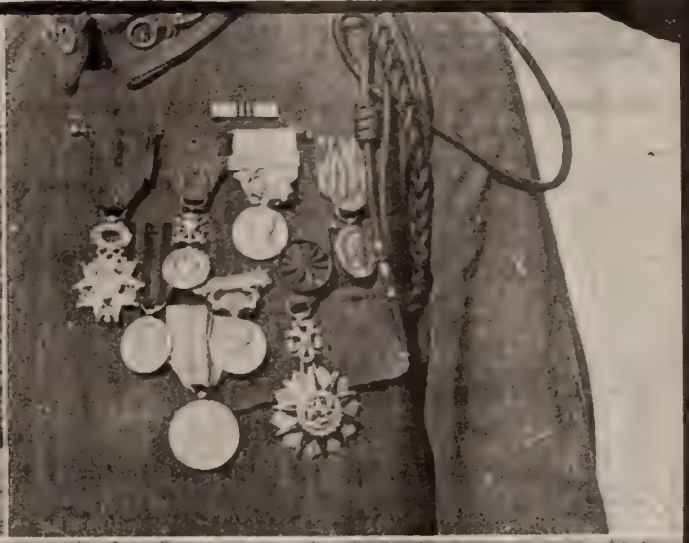
A Drive on "Beans"

I. L. LESSERMAN, manager of the Universal Film Exchanges, Inc., Chicago, writes to Mr. Laemmle, in praise of Manager Lowy of the Century Theatre, Chicago, said praise being bestowed upon him for the stunt which the Century worked very successfully as an advertiser of the Bluebird photoplay, "Beans."

Mr. Lowy filled six jars with beans, to advertise this picture, sending out circulars to all of his patrons informing them of the fact that whoever guessed the nearest number of beans in each of the jars, whether they came to see the photoplay "Beans" or not, would receive a prize in gold.

This is a good stunt and it is well worth working out in any theatre in connection with this photoplay, but you are cautioned. Unless you offer the same proposition to a person who does not see the show that you offer to one who does see it, you are committing an offense against the lottery laws. This only extends to the advertisement of the fact through the mails, however.

SCENES FROM UNIVERSAL CURRENT EVENTS No. 74.



(For Titles See Opposite Page)

ALL YOU GET IS

No. 223. Straight from the Shoulder Talk by Carl Laemmle, President of the Universal Film Mfg. Co.

BY this time you have had a chance to digest Stanchfield & Levy's written opinion of the Paramount's "Advance Payment Contract" as published in the Moving Picture Weekly of October 5.

Stanchfield & Levy know the law inside out and upside down and all around the mulberry bush. Fortunately they also know the moving picture business backward and forward, hither and thither, to say nothing of knowing it from soda to hock and from *a* to *izzard*.

So when such an authority says of this contract, "The Exhibitor is entirely at the mercy of the Corporation," it is time for the Exhibitor to up and be behooving. The same attorneys say:

"The Corporation not only determines whether it has a just claim, but it also determines the amount of the claim and pays itself out of the Exhibitor's money.

"The decision of the Corporation is final.

"The contract affords the Exhibitor absolutely no remedy whatsoever. No hearing is accorded him and there is no appeal from the Corporation's decision.

"There is not even a provision for the arbitration of a disputed claim."

And so on and on and on and on.

The more you study the contract and the more you get the full meaning of Stanchfield & Levy's opinion of it, the more you'll become convinced that ALL YOU GET OUT OF THE CONTRACT IS THE DOTTED LINE.

That's the place where you stick your John Hancock. That's the cute little spot where you sign away the independence of your theatre, your wife, your future, your dog and even that pair of old pants you're wearing to save money for Liberty Bonds.

THE DOTTED LINE

You get the dotted line. But outside of that one thing, the Corporation is the captain and the crew, the engine and the engineer, the keel, the hawser, the hatches and the poopdeck.

You get the dotted line. But the Corporation tells you where to get off, where to get on, and when, and how, and why. And, what's more, you'll get!

You get the dotted line. But you get it in the neck.

The contract isn't worth a tinker's dam to the Corporation until you've planted your autograph on the dotted line; but the minute you've done that it isn't worth a real damn to you.

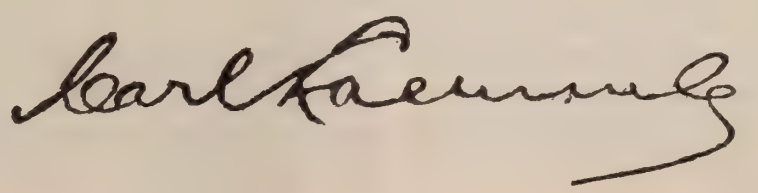
If we could get Germany to sign a contract of that kind, we'd have her hog-tied, signed, sealed, delivered right side up with care and all bound round with a fat log chain. If we told her to goose-step, she'd goose-step. If we asked her to fox-trot, she'd fox-trot. And if she didn't goose-step or fox-trot in just the goosey or foxy way that suited our royal pleasure, we'd smack her over the head with several clauses from the contract—because the contract would give us that right.

Too much power is a dangerous thing. The kaiser had it and he wanted to see how it would work. He'll pay for it in the end, but in the meantime he has ruined countries and made the whole world suffer.

Too much power in the hands of a Corporation is just as dangerous as too much power in the hands of a kaiser. The natural, human temptation is to see how the wheels go 'round. The temptation would be to crack a few Exhibitors over the head with the non-cancellable contract just to see how it worked.

Before you sign a non-cancellable film contract, consult an attorney.

If you've already signed it, consult an alienist. Maybe he can tell you what to do with the dotted line, now that you've got it.



UNIVERSAL MANAGER INVENTS NEW LIBERTY LOAN PLAN

FOURTH LIBERTY LOAN **$50 BOND**

*Subscriber*_____

Transferred to

_____ No._____

$50 PAID	PAID $49.00 Balance Due $1.00	PAID $48.00 Balance Due $2.00	PAID $47.00 Balance Due $3.00	PAID $46.00 Balance Due $4.00
PAID $45.00 Balance Due $5.00	PAID $44.00 Balance Due $6.00	PAID $43.00 Balance Due $7.00	PAID $42.00 Balance Due $8.00	PAID $41.00 Balance Due $9.00
PAID $40.00 Balance Due $10.00	PAID $39.00 Balance Due $11.00	PAID $38.00 Balance Due $12.00	PAID $37.00 Balance Due $13.00	PAID $36.00 Balance Due $14.00
PAID $35.00 Balance Due $15.00	PAID $34.00 Balance Due $16.00	PAID $33.00 Balance Due $17.00	PAID $32.00 Balance Due $18.00	PAID $31.00 Balance Due $19.00
PAID $30.00 Balance Due $20.00	PAID $29.00 Balance Due $21.00	PAID $28.00 Balance Due $22.00	PAID $27.00 Balance Due $23.00	PAID $26.00 Balance Due $24.00
PAID $25.00 Balance Due $25.00	PAID $24.00 Balance Due $26.00	PAID $23.00 Balance Due $27.00	PAID $22.00 Balance Due $28.00	PAID $21.00 Balance Due $29.00
PAID $20.00 Balance Due $30.00	PAID $19.00 Balance Due $31.00	PAID $18.00 Balance Due $32.00	PAID $17.00 Balance Due $33.00	PAID $16.00 Balance Due $34.00
PAID $15.00 Balance Due $35.00	PAID $14.00 Balance Due $36.00	PAID $13.00 Balance Due $37.00	PAID $12.00 Balance Due $38.00	PAID $11.00 Balance Due $39.00
PAID $10.00 Balance Due $40.00	PAID $9.00 Balance Due $41.00	PAID $8.00 Balance Due $42.00	PAID $7.00 Balance Due $43.00	PAID $6.00 Balance Due $44.00

This is the Master Card.

THE UNIVERSAL last week put into effect a new Liberty Bond plan which abolishes bookkeeping from the records of subscriptions by its employees. The system was invented by C. H. Macgowan, assistant to the General Manager. The officials of the Liberty Loan Committee have pronounced it better in many details than any process previously devised for the taking of individual bond subscriptions.

By Mr. Macgowan's method the corporation may enlist the subscription of all its employees, no matter how large the number, without the necessity of keeping a single written record. This overcomes the greatest difficulty that has been encountered by big institutions in their subscription efforts. The task of taking subscriptions of employees on the installment plan has been one fraught with the greatest difficulty in previous loan drives. They were required to keep cash books and ledgers with progressive entries of every payment by every employee. Under the Macgowan plan not a single ledger account or cash book is needed in the entire operation of the subscription payments.

C. J. MACGOWAN DEVISES AN INSTALLMENT PAYMENT PLAN THAT ELIMINATES ALL BOOKKEEPING AND POSSIBILITY OF LOSS OR MISTAKES.

No. . . . . .

This folder when bearing the number corresponding with the record and signed by the cashier is a receipt for the first payment of ten per cent. or

$ _____

on a

$ _____

FOURTH LIBERTY LOAN BOND

Signed .....

Receipts for 45 subsequent weekly payments of $1.00 each to be pasted on the opposite of this folder when, upon completion, it is to be presented to the cashier for a Fourth Liberty Loan Bond as subscribed.

UNIVERSAL FILM MANUFACTURING CO.

Front of Receipt Book.

The task of handling installment subscriptions was made more difficult in this drive than in any previous one by the government's possessive decision requiring the payment of installments in ninety days. It has been reported that many business institutions were compelled to abandon the system of installment subscriptions which they had used for previous loans.

The Macgowan plan rests upon the use of the duplicate cards. The company keeps a file of mastercards, each one bearing key number to correspond with the number of a card held by the employee. When the first installment of 10 per cent is deducted from the employee's wages he receives his

FOURTH LIBERTY LOAN **$50 BOND**

*Subscriber*_____

Transferred to

_____ No._____

No. Receipt No. 46 4TH LIBERTY LOAN $1.00	No. Receipt No. 45 4TH LIBERTY LOAN $1.00	No. Receipt No. 44 4TH LIBERTY LOAN $1.00	No. Receipt No. 43 4TH LIBERTY LOAN $1.00	No. Receipt No. 42 4TH LIBERTY LOAN $1.00
No. Receipt No. 41 4TH LIBERTY LOAN $1.00	No. Receipt No. 40 4TH LIBERTY LOAN $1.00	No. Receipt No. 39 4TH LIBERTY LOAN $1.00	No. Receipt No. 38 4TH LIBERTY LOAN $1.00	No. Receipt No. 37 4TH LIBERTY LOAN $1.00
No. Receipt No. 36 4TH LIBERTY LOAN $1.00	No. Receipt No. 35 4TH LIBERTY LOAN $1.00	No. Receipt No. 34 4TH LIBERTY LOAN $1.00	No. Receipt No. 33 4TH LIBERTY LOAN $1.00	No. Receipt No. 32 4TH LIBERTY LOAN $1.00
No. Receipt No. 31 4TH LIBERTY LOAN $1.00	No. Receipt No. 30 4TH LIBERTY LOAN $1.00	No. Receipt No. 29 4TH LIBERTY LOAN $1.00	No. Receipt No. 28 4TH LIBERTY LOAN $1.00	No. Receipt No. 27 4TH LIBERTY LOAN $1.00
No. Receipt No. 26 4TH LIBERTY LOAN $1.00	No. Receipt No. 25 4TH LIBERTY LOAN $1.00	No. Receipt No. 24 4TH LIBERTY LOAN $1.00	No. Receipt No. 23 4TH LIBERTY LOAN $1.00	No. Receipt No. 22 4TH LIBERTY LOAN $1.00
No. Receipt No. 21 4TH LIBERTY LOAN $1.00	No. Receipt No. 20 4TH LIBERTY LOAN $1.00	No. Receipt No. 19 4TH LIBERTY LOAN $1.00	No. Receipt No. 18 4TH LIBERTY LOAN $1.00	No. Receipt No. 17 4TH LIBERTY LOAN $1.00
No. Receipt No. 16 4TH LIBERTY LOAN $1.00	No. Receipt No. 15 4TH LIBERTY LOAN $1.00	No. Receipt No. 14 4TH LIBERTY LOAN $1.00	No. Receipt No. 13 4TH LIBERTY LOAN $1.00	No. Receipt No. 12 4TH LIBERTY LOAN $1.00
No. Receipt No. 11 4TH LIBERTY LOAN $1.00	No. Receipt No. 10 4TH LIBERTY LOAN $1.00	No. Receipt No. 9 4TH LIBERTY LOAN $1.00	No. Receipt No. 8 4TH LIBERTY LOAN $1.00	No. Receipt No. 7 4TH LIBERTY LOAN $1.00
No. Receipt No. 6 4TH LIBERTY LOAN $1.00	No. Receipt No. 5 4TH LIBERTY LOAN $1.00	No. Receipt No. 4 4TH LIBERTY LOAN $1.00	No. Receipt No. 3 4TH LIBERTY LOAN $1.00	No. Receipt No. 2 4TH LIBERTY LOAN $1.00

This is the perforated sheet of Stamps

card in lieu of the first payment on his bond. Thereafter $1 for each $50 bond or $2 for each 100 bond is deducted from his pay envelope, and he receives the stamp as his receipt.

The master record held by the company consists of duplicate forms. The upper sheet is in the form of a block of 45 stamps, perforated so that they may be torn off individually. The duplicate form is a card and bears numbered squares which correspond to the stamps on the other sheet. The two sheets are clipped together, the stamp sheet on top. The numbered square under each stamp shows the total amount that has been paid when the stamp is removed.

When an employee receives the stamp he pasts it into its proper place on his own card, which is similar in form to the War Savings Stamp cards.

Plans were undertaken by the Universal last week, immediately after its system was perfected, to place it at the disposal of other corporations. The distribution department of the Liberty Loan Committee reported that many big establishments had been making frantic inquiries for

some such system. The committee is equipped with a punch card system providing for subscriptions on the 23-week basis, and is supplying these cards to all applicants.

The Universal has about 2,000 employees who will make their subscriptions directly through the company on the 6-week basis. It is expected that the Macgowan plan will make the installment task so simple and easy that neither the company nor the subscribers can ever make a mistake or lose a penny in the undertaking.

Even if the employee should lose his duplicate card, he would still be protected by flawless records in the cashier's hands.

The banking system provides easy financing of the plan, even though the government allows only a 90-day credit on direct subscriptions. The corporation through banking accommodations is able to extend its credit for financing the subscriptions of its workers for four times that period. The credit is extended three times after the expiration of the first 90 days, by the payment of one-half per cent. increased interest on the loan above the interest allowed by the government. This extends the installment period to a year, just as was provided for by previous loans.

One of the chief advantages of the Macgowan plan, aside from extending the installment period and eliminating bookkeeping, is that it requires no special contact between the cashier and the subscriber. With the card system provided by the Liberty Loan Committee the cashier is required to handle every card every time an installment is made. He has to punch the company's card and also the employee's card. The Macgowan plan requires him only to clip out a coupon stamp from the master card and insert it in the pay envelope the same as a dollar or two dollar bill, as the employee's receipt.

LOU CARTER

sends his regards from France to all his friends in the Universal Company.

Lou has a Hun helmet and everything. The Hun that wore it is "finished," as the French say. Write and tell Lou that you received his greeting through the Moving Picture Weekly. His address is:

Sergeant T. L. Carter.
Motor Truck Co., No. 323.
Motor Supply Train, 406.
Base Section No. 1, S. O. S.
A. P. O. 701, A. E. F.

2	3	4	5	6	7	8	9	10
11	12	13	14	15	16	17	18	19
20	21	22	23	24	25	26	27	28
29	30	31	32	33	34	35	36	37
38	39	40	41	42	43	44	45	46

This is the book in which the Stamps are to be pasted as they are received as reecipts from the cashier.

Universal Employees Subscribe $100,000

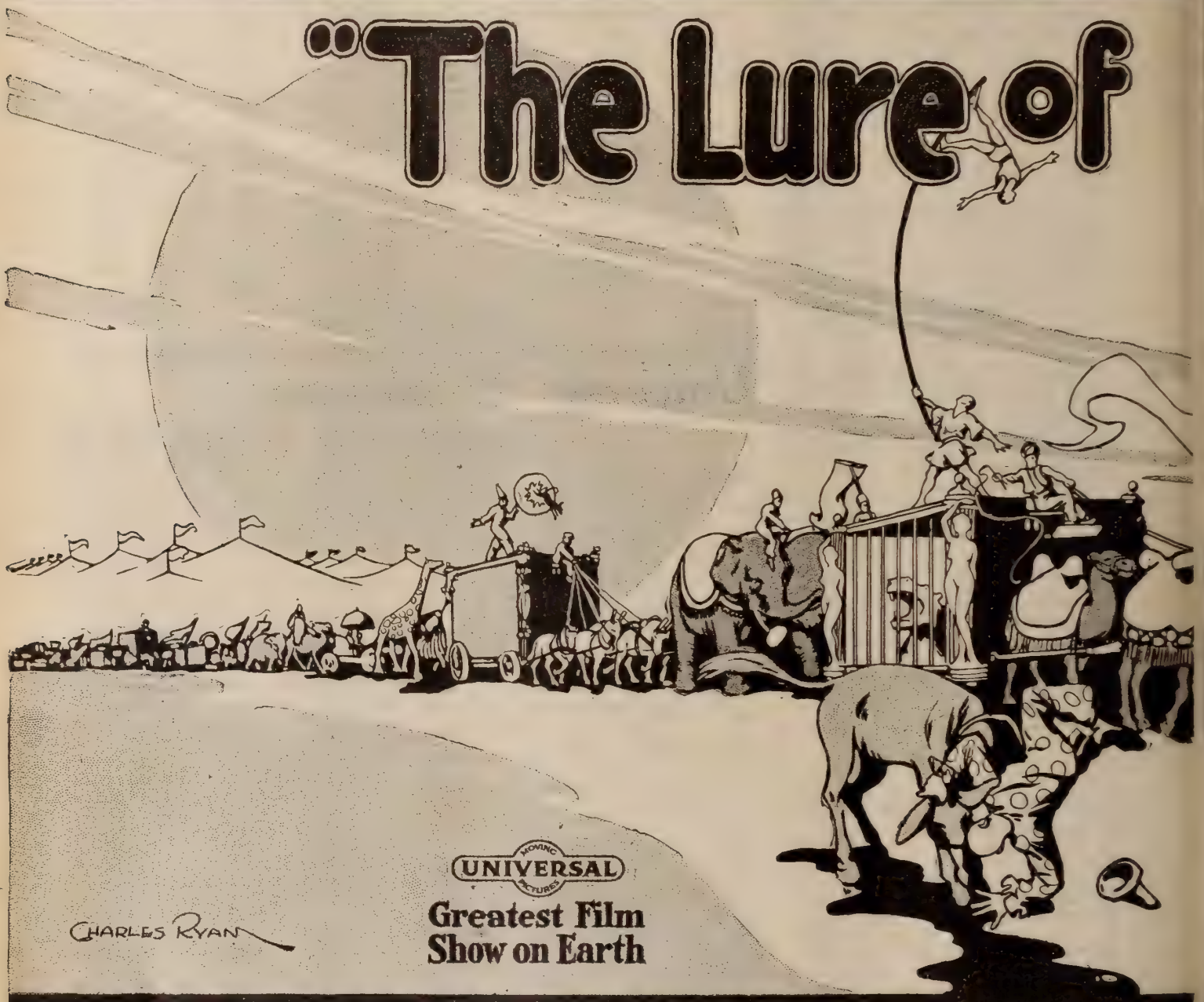
WITH the unbounded enthusiasm which always marks every problem the Universal tackles, the employees at 1600 Broadway, the headquarters of the greatest film manufacturing company in the universe, went over the top with a subscription to the Fourth Liberty Loan of a little over $100,000. It was not only a one hundred per cent. performance, but it was twice and three times as much as many of the employees had any idea of investing when they entered the accounting department at the invitation of the general manager. The officers of the company had provided a beautiful luncheon, served by Rector's. As the dishes were cleared away from the improvised luncheon room and Liberty Loan theatre, Henry Irving Dodge made a speech and Hy Mayer told a few stories and drew cartoons to draw the attention of the hundred and fifty employees to the greatest of all purposes for which people in this time come together. Then Nat Rothstein and Manny Goldstein and C. J. Macgowan took charge of the meeting and started a drive which lasted for an hour and resulted in an undreamed of figure for the loan.

Every expedient of good salesmanship was used and if every Liberty Loan meeting had the salesmen who rolled up this total Uncle Sam would not have to worry at all about where his money was coming from. At the end of an hour, when everyone had subscribed all he thought he or she could, it was suddenly discovered that the amount already subscribed lacked just two thousand of being $100,000. In ten minutes, after a last spurt, they went over the top. One hundred thousand dollars was marked up on the board and after three cheers for everyone and everything, Anna Wildman, our budding grand opera star, led in singing "The Star-Spangled Banner," and with one voice the Universal employees took again the oath of allegiance to the flag and the wonderful day was over. Universal had gone over the top gloriously, as she always ha done. Three cheers for the Universal.

This wonderful subscription is all the more remarkable when taken in conjunction with the subscriptions on the other three loans. In fact, it was the big subscription on the Third Loan, which is now just half paid by those who took installment plan payments, which was the greatest hindrance to the success of the Fourth Loan. This situation was met by the officials of the Universal in the Macgowan Plan which is explained in another column. Those who wanted to pay by the week were thereby enabled to do so, and it resulted in almost twice as many bonds as the Government Plan promised. But that $100,000 is just the first crack! Just wait until the actors at Universal City, Lois Weber's studio, the L-Ko studio, and the Violet Mersereau studio, and the Exchanges and the Fort Lee Loan Boosters get in their work.

COMING

"The Lure of



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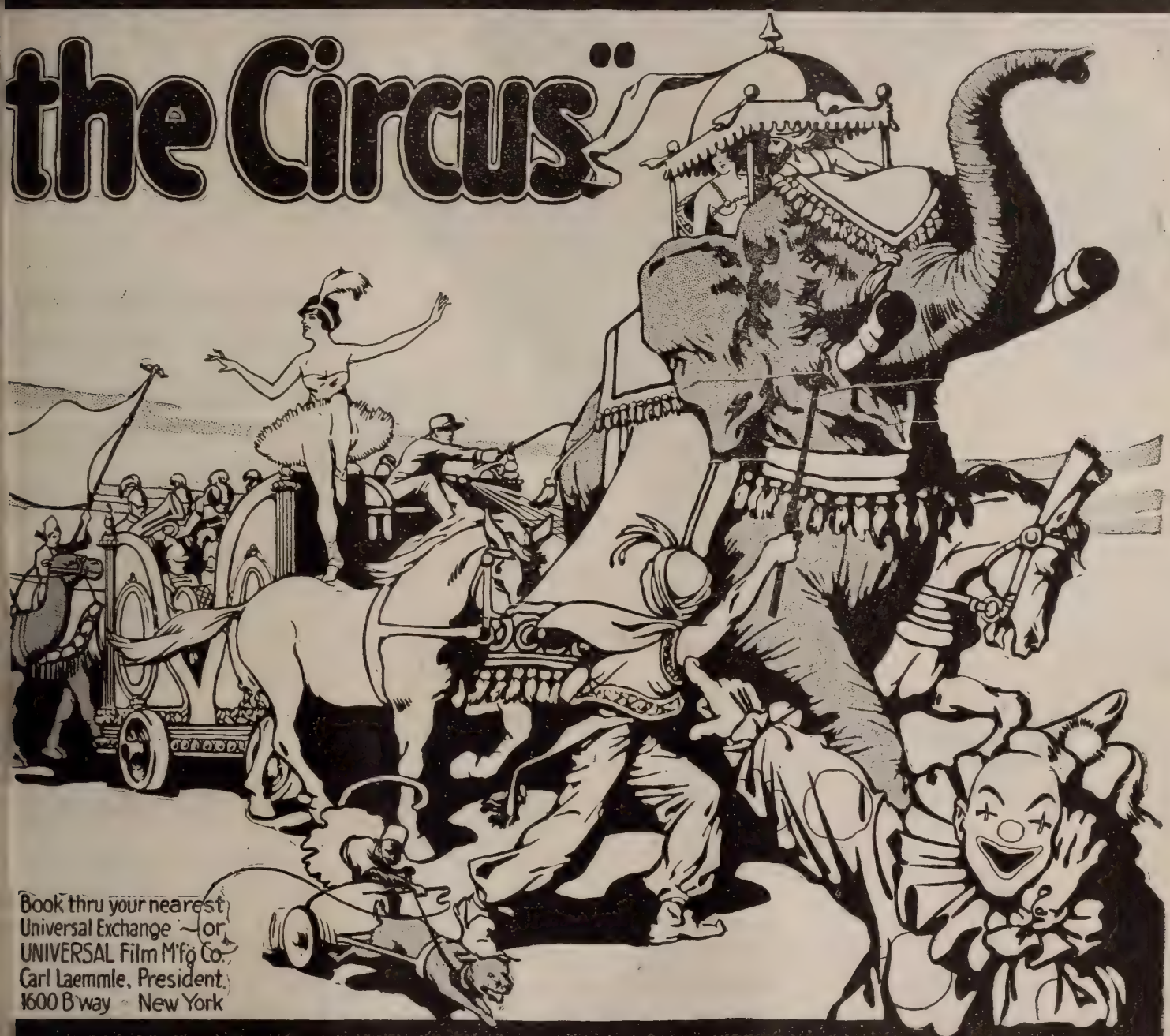

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UNIVERSAL
Animated Weekly and Current Events

MAJOR GENERAL J. FRANKLIN BELL AT TRIAL FLIGHT OF BOMBING PLANES
POLICE COMMISSIONER ENRIGHT RE-ESTABLISHES SUCCESSFUL METHOD OF IDENTIFYING SUSPECTS
AMERICAN BUILT CAPRONI PLANE A SUCCESS
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FIRST

every week with the biggest news items of the world in fascinating moving pictures. The biggest theatres in the country are showing Universal Animated Weekly and Current Events every week and are packing them in. How about you? Exclusive scoops each week identifies U Weeklies from all others. Book the winners.

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UNIVERSAL SPECIAL ATTRACTIONS

MAE MURRAY

MARY MAC LAREN

PRISCILLA DEAN

HARRY CAREY

HERBERT RAWLINSON

Mae Murray
"The Bride's Awakening."
"Her Body in Bond."

Mary Mac Laren
"The Model's Confession" "Bread"
"Vanity Pool." (coming)

Priscilla Dean
"The Two-Soul Woman."

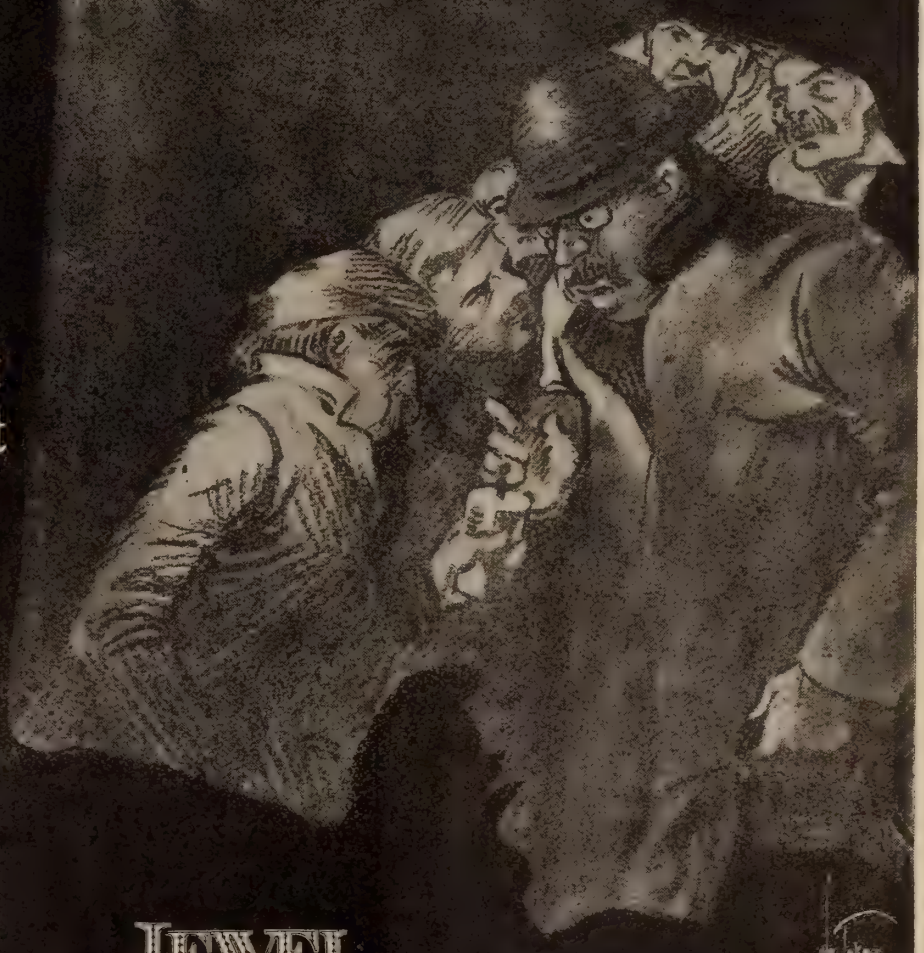
Harry Carey
"Three Mounted Men."
"Hell Bent."

Herbert Rawlinson
"Smashing Through."

See them-book them at your nearest Universal Exchange or UNIVERSAL FILM MFG. COMPANY 1600 Broadway, New York.
Carl Laemmle President

"The YELLOW DOG"

JEWEL
MASTER PRODUCTION



Help America get rid of the Beast

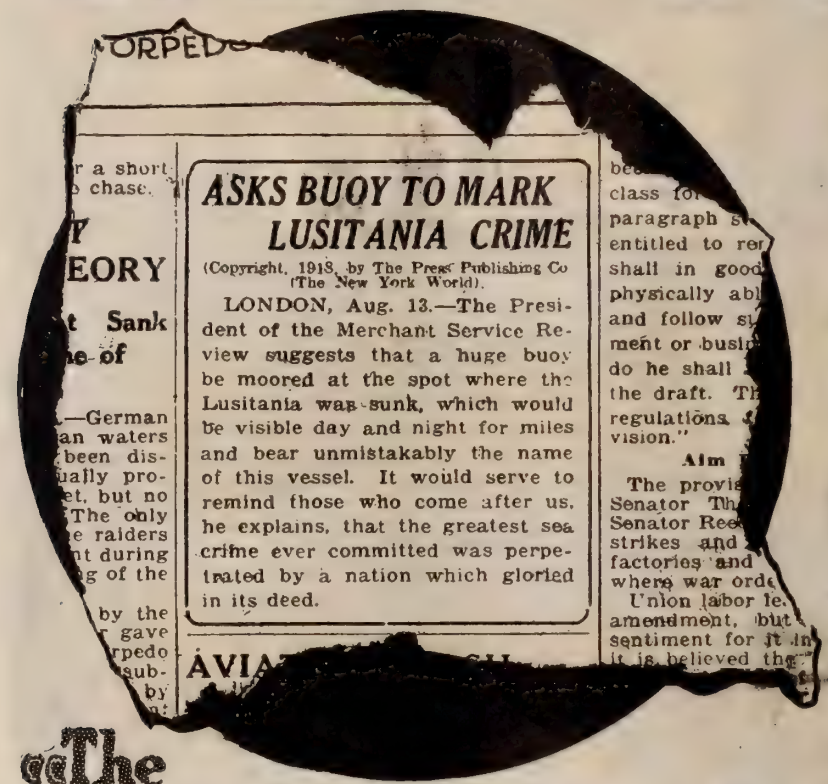
From Henry Irving Dodge's tremendous Story of America in War Time.

Published in the Saturday Evening Post and Harper & Brothers' Book

Directed by Colin Campbell.

JEWEL Productions Inc
1600 Broadway, New York City

GET THIS!


ASKS BUOY TO MARK LUSITANIA CRIME
(Copyright, 1918, by The Press Publishing Co (The New York World).
LONDON, Aug. 13.—The President of the Merchant Service Review suggests that a huge buoy be moored at the spot where the Lusitania was sunk, which would be visible day and night for miles and bear unmistakably the name of this vessel. It would serve to remind those who come after us, he explains, that the greatest sea crime ever committed was perpetrated by a nation which gloried in its deed.

It's the WORLD'S ONLY RECORD of the Crime that Shocked Humanity

"The SINKING OF THE LUSITANIA"

Winsor McCay's Blood-stirring Pen Picture made from 22,000 Separate Drawings, requiring 22 months of work. Authentic to the last detail.

The President of the Press Club of San Francisco writes: "May I express the Press Club's thanks and my personal thanks and appreciation for your splendid contribution to our little party Saturday night? The 'SINKING OF THE LUSITANIA' proved easily the most thrilling, most soul-stirring and, at the same time, the most unusual picture we have ever had at the Club. Scores of members have congratulated me, as President, on being able to present such a feature, and I have taken pains always to tell them that the credit is all yours."—Al. C. Joy, President.

MR. EXHIBITOR—WHAT MORE DO YOU WANT?

Book it Today—There will be no Duplicate

JEWEL Productions INC
1600 Broadway New York City

First A

Exclusive Scene

South A

Explo

Whose cameraman shot the only close-ups of th
try ever saw? Whose cameraman was the only cameraman
boy? Whose cameraman stood up and cranked under a stor
tors failed to get closer than five miles from the disaster?
screen with exclusive shots-on-the-spot bringing roar on roar
York City even before the explosions had ceased?

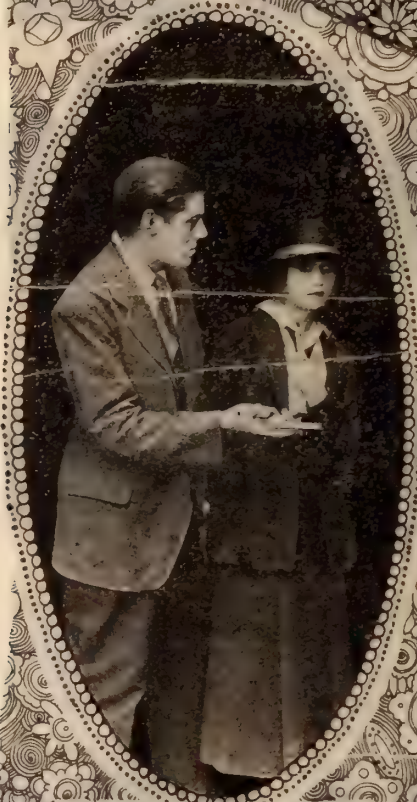
UNIVERSAL

Animated Weekly and Current Events

always have been first—are first now—always will be first. Being first is our business. And being first with all the biggest news pictures ought to be your business, too—if you want to make money and reputation. Book either one or both of the Big U Weeklies and the Screen Magazine and you'll have all the newest and best and biggest and have it all first. Book now! Scoops won't wait!

UNIVERSAL FILM MANUFACTURING COMPANY,
CARL LAEMMLE, Pres., 1600 Broadway, New York.

SIX JEWELS THAT



Mildred Harris
in
"The PRICE of A GOOD TIME"

Carmel Myers
in
"SIRENS OF THE SEA"

JEWEL
Productions Inc.
1600 Broadway, New York City

LIONEL S REISS

TIME CANNOT DIM

"THE MAN WITHOUT A COUNTRY"

Herbert Rawlinson
"COME THROUGH"

Elaine Hammerstein
"The CO-RESPONDENT"

JEWEL Productions

SCENES FROM ANIMATED WEEKLY No. 44.

Colonel Roosevelt Greets John Cardinal Gibbons Upon Opening of the Baltimore Liberty Loan Drive.

President Wilson Draws No. 322 from the Bowl In the Order-of-Service Lottery.

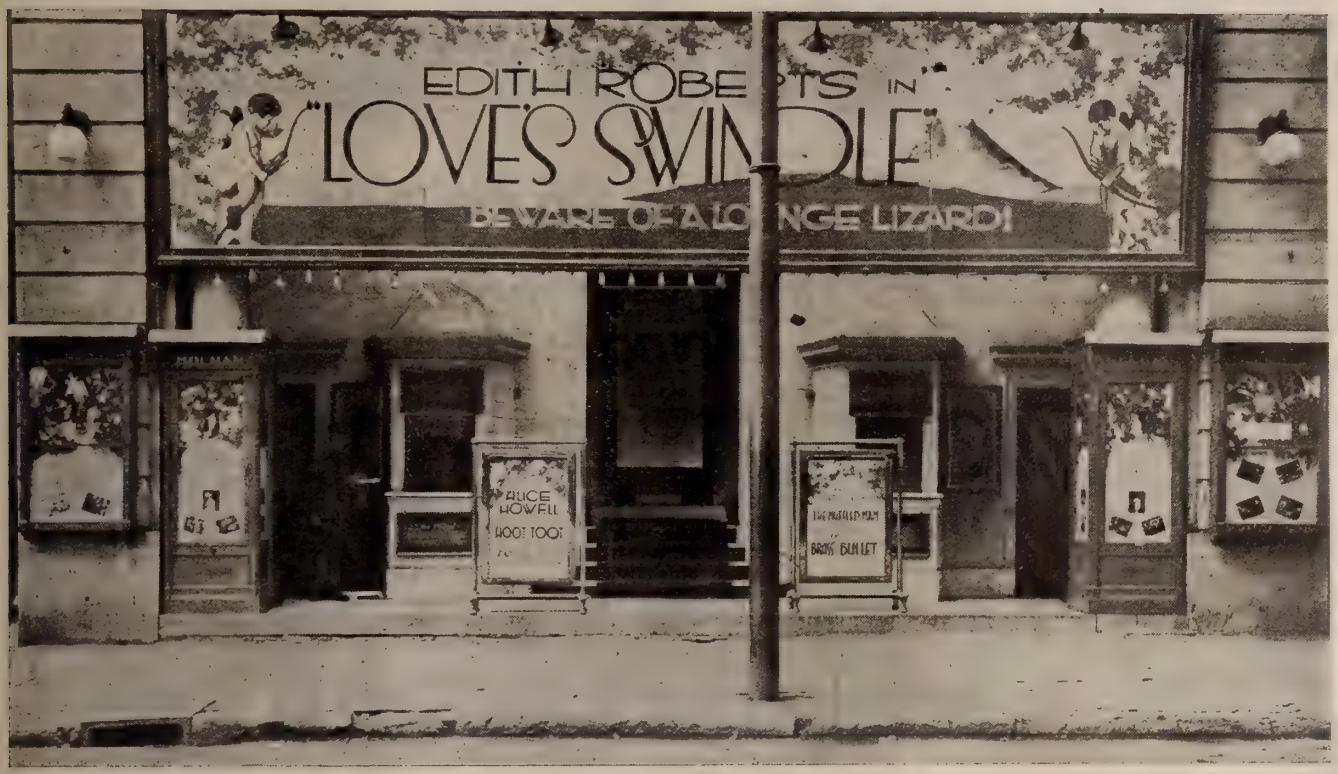
One of the Units In the Three Million Tons of Ships. Which Mr. Schwab Intends to Turn Out in 1919.

Remarkable Shot of Airplanes In Battle form Filmed by Animated Weekly Cameraman from Another Airplane.

President Poincare Instructs the Heroes of the Foreign Legion On Their Way to America to Assist In 4th Loan.

One of the Many Parades On Wonderfully Bedecked Fifth Avenue In Furtherance of the Fourth Liberty Loan.

Another Full Dress for the Holman



Holman Theatre of Montreal Makes a Specialty of Attractive Lobby Displays. Here Is One On "The Love Swindle."

Music Cue Sheet by Jas. C. Bradford For "HUGON THE MIGHTY" BRUEBIRD PHOTOPLAY

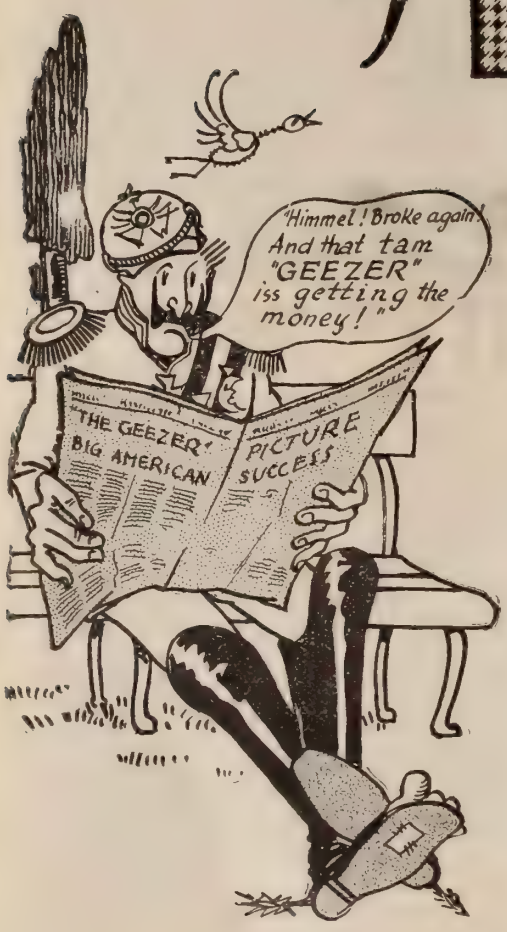
No.	Min.	(T)	Title or (D) Description.	Tempo.	Selection.
				REEL I.	
1	1		At Screening	4-4 Moderato	Maple Leaf Forever—Canadian Song
2	1½	T.	A Fool Canadian	2-4 Allegro Moderato	Vive La Canadienne—Canadian Song (G)
3	3	T.	The Tranquil Village	6-8 Allegretto	Canzonetta—Nicode
4	1½	T.	Chief Black Face	4-4 Maestoso	* Dagger Dance—Herbert
5	2¼	T.	Roque	3-4 Tempo di Valse	Mystery—Baynes (Du)
6	1½	D.	Roque Running	4-4 Allegro	Willow Blossoms—Sousa (G)
				REEL II.	
7	1¼	T.	Mother, I Believe Marie	2-4 Moderato Grazioso	In the Everglades—Brymm
8	4	T.	Meanwhile In Valley	4-4 Maestoso	* Dagger Dance—Herbert
9	2½	T.	You Jean	4-4 Allegretto	Shades of Night—Friedland (F)
10	1½	T.	So You Bother Lady	2-4 Allegro	Agitato No. 49—Shepherd (F)
11	1¾	T.	Now Run Home	3-4 Tempo di Valse	End of Weary Day—Beresford (C)
				REEL III.	
12	1½	D.	Roque Enters Joint	2-4 Allegro	The Zoo-Step—Wilson (F)
13	1½	T.	And There Came To Marie	4-4 Moderato	* By Saskatchewan—Caryll (D) (Theme)
14	3	T.	For Sake of Marie	2-4 Agitato	Rustle of Spring—Sinding (C)
15	2	T.	I Just Try To Make	4-4 Moderato	* By Saskatchewan—Caryll (D)
16	1¼	D.	Marie and Gabriel Walk Away	2-4 Allegro Rubato	Punchinello—Herbert
17	2	T.	That Night	12-8 Allegro	Appassionato No. 55—Borch (G)
				REEL IV.	
18	1¾	T.	Black Hawk Still Believes	4-4 Maestoso	* Dagger Dance—Herbert
19	1½	T.	Allow Us To	4-4 Allegro Agitato	Agitato—Langey
20	1½	T.	And the Frailbent	4-4 Moderato	Land of Dreams—Driffill (D)
21	1½	T.	I've Come To Take Trail	4-4 Moderato	* By Saskatchewan—Caryll (D) (Theme)
22	2	T.	At Light Roque	4-4 Moderato	Romance—Tschaikowsky
23	1½	D.	Village—Excitement	4-4 Allegro Moderato	Woodland Whispers—Czibulka
24	2½	T.	You Can Attend Wedding	2-4 Andantino	Pleading—Wood
25	2½	T.	The Fish Is Bigger	2-4 Allegro	Sinbad—Romberg (F) (One Step)
26	1½	T.	Marie Hugan Has Returned	4-4 Moderato	* By Saskatchewan—Caryll

* Repeated Selections.

Timeliness

You, just as well as Manager Overstolz of the Lyric Theatres of St. Louis, know that it's timeliness that gets the biggest money. And Manager Overstolz says of

"The GEEZER of BERLIN"



A Travesty on "The Kaiser, the Beast of Berlin"

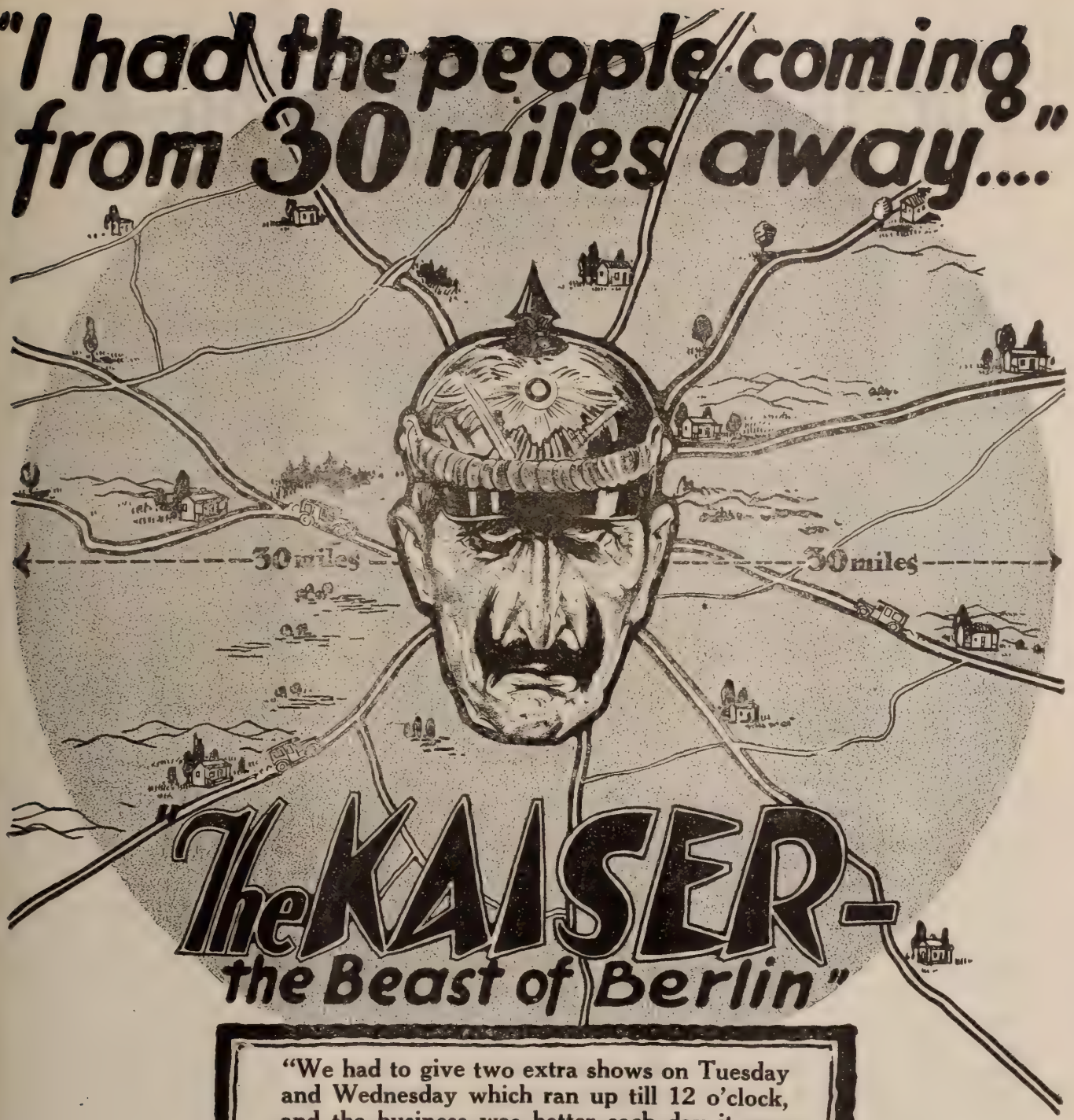
"After playing it at both my West End Houses, the West End Lyric and the Lyric Skydome, it appealed to me to switch to the big down-town house, the Lyric, for an additional day's run. A picture on this order is a wonderful tonic for the patron who is accustomed to see the ordinary week in and week out.

"A picture like 'THE GEEZER' helps all around the house. Its timeliness makes it one of the biggest hits of the day.

"Give us more of 'THE GEEZER' type and we'll all live in a happier atmosphere."

JEWEL Productions INC
1600 Broadway, New York City

"I had the people coming from 30 miles away...."



"The KAISER— the Beast of Berlin"

"We had to give two extra shows on Tuesday and Wednesday which ran up till 12 o'clock, and the business was better each day it ran. We showed during the three days to a little over 3,000 people, which is a record over any picture in Fort Scott. I had the people coming from thirty miles away!"

D. FILIZOLA—FORT SCOTT—KANSAS.

Book now! Repeat!

JEWEL Productions Inc
1600 Broadway, New York City

For the Exhibitor Who Runs

THE STORY.

(*Copyright* 1918, *Bluebird Photoplays, Inc.*)

HUGON, the mighty, lives at the crest of a towering mountain in the north woods. He believes the land to be his; it was his father's, and he glories in his superb strength.

Hugon is the strongest man in the region. So mighty is he that his happiness in life is his unmatched strength and the wonderful self-confidence it creates. But one thing intrudes upon his joy. It is a vague feeling that a greater power than his set the eternal hills upon their base and chiseled the ravines with the keen blade of gentle rain.

Hugon's interest in other things comes with the Girl to the settlement from an Eastern school.

Gabriel, a light-spirited lad, loves Marie after a fashion, and shows his love by giving her each day the largest fish he has lured from the rushing river.

Roque, a government agent, arrives in the settlement with a party of surveyors. Hugon finds him attacking Marie and naturally chokes him to the point of death. His wonder surpasses all bounds when Marie refuses to have him killed.

Hugon, desiring only the girl's happiness, tries to make Gabriel, his rival, appear in better light. He tries to make of him a brave man and takes him into dangerous places in the mountains, but the light-weight Gabriel shows yellow and returns to the settlement.

Roque is found to have been making a crooked survey of the land. He posts notices that he will seize the land within a certain time if the settlers do not leave.

In a battle which followed, Hugon cleaned out the invaders by his fierce strength, but was himself terribly wounded. Hugon's belief in his infallible strength was somewhat shaken when he destroyed a spider's web and returned the next day to find it rebuilded. He took the creature to his cabin and each day destroyed the web in a duel to see whether or not his mighty strength could interfere with the home-building of one of God's smallest insects.

He lost.

But then, again he won.

For into the heart of Hugon, the mighty, came an abiding faith in a power greater than his own.

He lives to marry the beautiful Marie at the village church.

Story by William E. Wing.
Scenario by William E. Wing.
Directed by Rollin S. Sturgeon.

CAST.

Hugon	**Monroe Salisbury**
Marie	**Margery Bennett**
Gabriel	**Antrim Short**
Priest	**Thomas H. Pearse**
Roque	**George Holt**
Gabriel's Mother	**Mrs. Kernan**

TRIED TO MAKE HERO OF MAN HE DETESTED.

FIGHTING always had been his creed. Then Marie came into his life like the ray of sunshine that streamed down through the branches of the tall firs and pines he loved so well. He had detested weakness of any kind, and Gabriel, a stripling, had been an object of contempt to him.

But one day Hugon the Mighty came to the conclusion that Marie loved Gabriel. His heart grew heavy, but he determined he would make of Gabriel a man worthy of such a girl. He forget his contempt for weakness and took Gabriel in hand.

Out into the hills, over dangerous precipices, into the wild places they went, Hugon teaching the youth the things he needed to know to fight a man's fight in the woods. Hugon grew, in time, to believe the youth would make good.

Then, one day, the test came. They were in a part of the woods where men needed strong hearts and souls as well as limbs. Gabriel started, but the test was too severe and the yellow in him showed. Then, when Hugon went back to the girl——

But see the conclusion of the story in "Hugon the Mighty," the thrilling Bluebird photoplay in five reels, which comes to the ..... theatre on....., with Monroe Salisbury in the title role.

GREAT TIMBER STEAL IS AVERTED BY WOODSMAN.

ROQUE, a government agent, went into the great north woods with a party of surveyors, intending to steal thousands of acres of timber land. When he met Marie, a girl of the woods, known far and wide for her beauty, he tried to kiss her. The attempt nearly cost him his life, for he was grasped in the hands of Hugon the Mighty, the strongest man in all the district, and nearly strangled.

From that time on a fierce enmity grew up between the men. Hugon could not understand why Marie had stopped him when he had wanted to kill Roque. The latter planned revenge. After his surveyors had charted the lands of Hugon and his people, Roque ordered them from their homes.

Then a great battle was staged—a battle in which Hugon drove Roque and his crew of thieves from the forests, but in which he was seriously wounded himself. Brute strength had saved the timber, but it didn't count much when a little spider fought and conquered the mightiest man in all the woods.

How a tiny web taught Hugon the Mighty the great lesson of his life and helped him win the love of a beautiful girl is one of the many thrilling features of "Hugon the Mighty," the five-reel Bluebird photoplay which comes to the..... theatre on....., with Monroe Salisbury in the title role.

GREAT FIGHT IN WOODS IN "HUGON THE MIGHTY."

THE great giants of the forest swayed, their branches swishing in the storm that carried blinding flakes in its folds. The snow crunched harshly beneath his feet as he trudged on over a drifted trail, unmarked save for the great gashes cut in the tree trunks by pathfinders.

But Hugon the Mighty was happy. Born and reared in the great forests of the north, storms had come to be things of routine. Today he saw only beauty in the vast dreariness about him. Constantly before him was the vision of a girl's face—The Girl.

Hugon the Mighty loved Marie. The strongest man in the north, he was ready and willing to crush and kill anything and everything if she would but say the word. And now, he was on an errand of destruction. Crooked surveyors had ordered the people of the woods off the land, claiming the government had taken it.

All the governments in the world could not have made Hugon the Mighty obey such an order without resistance. He would see. And he did see; and when these land thieves and Hugon met, the north saw its most glorious man-fight in its history.

This fight, reproduced with startling realism, is a feature of "Hugon the Mighty," the thrilling Bluebird Photoplay in which Monroe Salisbury will appear at the..... theatre on .....

Hugon, The Mighty," BLUEBIRD PHOTOPLAY

AT A GLANCE.

SUBJECT — "Hugon the Mighty."
LENGTH—Five reels.
STAR—Monroe Salisbury.
PREVIOUS HITS—"That Devil Bateese," "Hands Down," "Hungry Eyes," "The Red, Red Heart," "Winner Takes All."
STORY by William E. Wing.
SCENARIO by William E. Wing.
DIRECTED by Rollin S. Sturgeon.
SUPPORTING CAST—Margery Bennett, Antrim Short, Thos. H. Pearse, George Holt, Mrs. Kernan.
LOCALE — The great north woods.
TIME—The present.
THUMB-NAIL THEME — The story of a giant of a man who glories in his own great strength, but is led to an appreciation of greater things through the softening influence of a girl's love.

A lesson taught by a spider changed a man's nature and made the strongest man in the great north woods a lover of tenderness in "Hugon the Mighty," the five-reel Bluebird Photoplay, which comes to the..... theatre on ....., with Monroe Salisbury in the leading role.

A BLUEBIRD IDEA.

Arrange your lobby to look like a nook of the great north woods where Hugon the Mighty lived. This can be done with great slabs of bark and green pine boughs, covered with salt to look like snow, and at the same time make your "props" fireproof. Strew the floor with flakes of bark, mixed with salt, and you will create an atmosphere of the woods—an atmosphere that will make your show talked about. Signs announcing your prices and hours could be made on rough boards. The fragrance of the pine and the wet bark will prove refreshing to your patrons and they will enjoy your show with rare zest.

ADVERTISING PUNCHES.

1—A gripping story of the great north woods, with an appealing love interest.
2—Hugon the Mighty, a man of such strength that he despised ordinary men, and was swayed at all times by a passion for fighting.
3—Thrilling scenes of life in the land of great forests and snows, where a little girl brought fear of God to a man who had feared neither God, man nor the devil.
4—The strongest man in the north country learned to yield through watching a spider spin its web.
5—Hugon tried to make a great man of his rival because he thought the girl loved the latter.
6—When a party of crooked surveyors tried to drive Hugon and his people from the woods he fought with a fury that no man could check.

Margery Bennett, one of the most appealing little women of filmdom, plays opposite Monroe Salisbury in Bluebird's latest five-reel photoplay, "Hugon the Mighty," which comes to the ..... theatre on.....

Monroe Salisbury has scored the greatest triumph of his career in "Hugon the Mighty," the new Bluebird Photoplay in five reels which comes to the.....theatre on.....

FOR THE HERALD.

HUGON, mighty of arm, lived in the fastness of the north woods, and gloried in the strength that set him above other men.

His interest in other things came to him when Marie, a girl from a nearby city, came to the woods.

Gabriel, a stripling, also loved the girl, and showed it by giving her each day the largest fish he had lured from the river.

Hugon, desiring only the girl's happiness, tried to make Gabriel, his rival, appear in better light. He tried to make a man of him. The attempt fell dismally flat when Gabriel showed yellow.

When a party of crooked surveyors tried to drive Hugon and his people from the woods he threw his mighty strength into the conflict and drove them away, but suffered unusual injury in the fight.

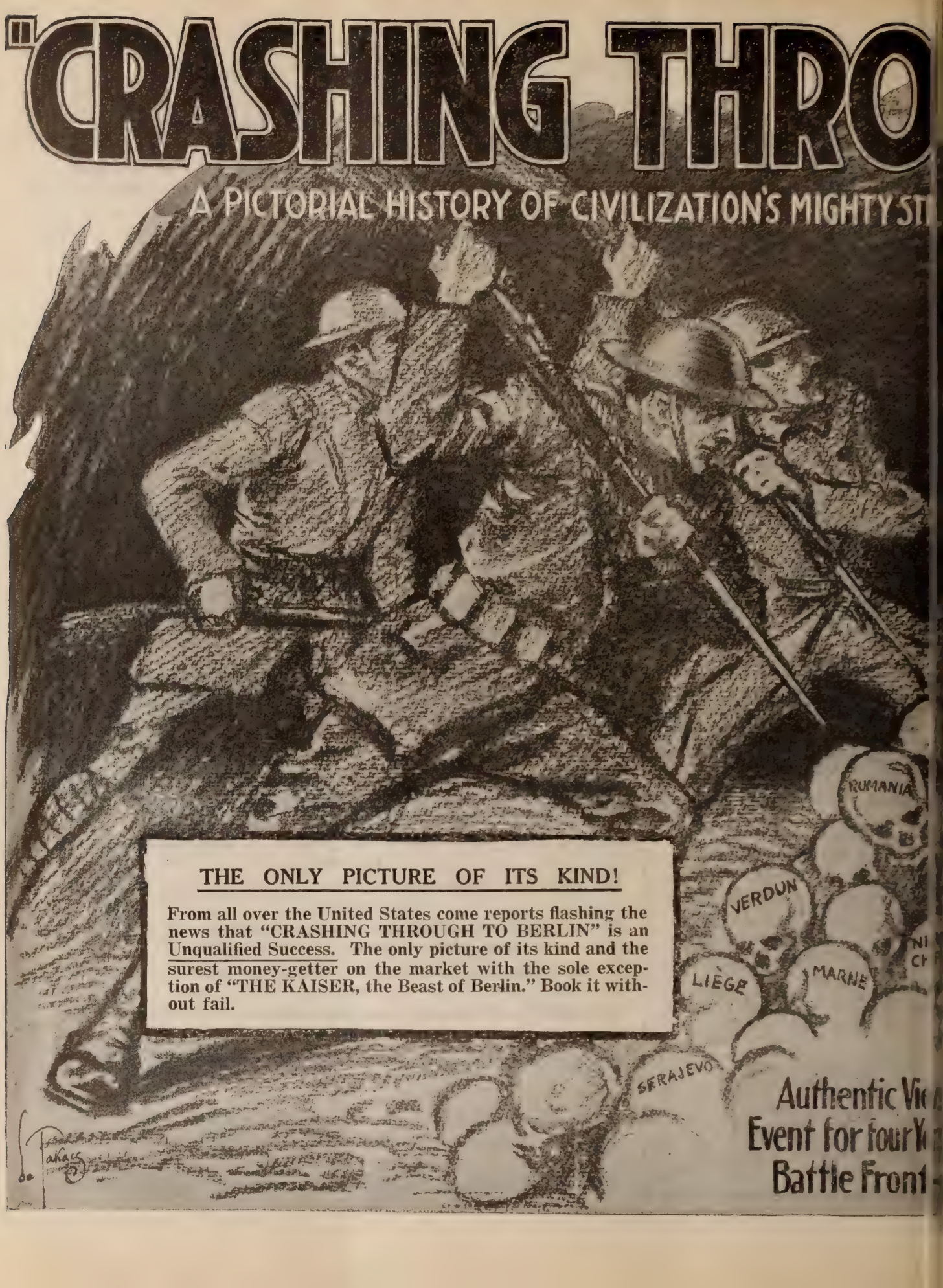
The girl came to him and told him that a spider, one of God's smallest creatures, had greater strength than he. Then was begun the greatest struggle of his career—a struggle that did not end until—but see it in "Hugon the Mighty" when it comes to this theatre on.....

ADVERTISING CATCH LINES

Blessed with great strength, he grew to curse things less strong than he.
He could not understand why she did not want the other man killed.
A tiny spider defied him and taught him how little his great strength counted against things of God.
He loved her and for that reason tried to make a hero of his rival.
He battled with the fury and strength of a lion for right and a girl's love.
Monroe Salisbury in the greatest of all plays of the great North Woods.
He lost, yet he won.
Strength was his God anr fighting his creed until——
Through the great branches of the fir trees came love to a strong man's heart.
And the strength of the ages was weakness before her smile.

"CRASHING THRO

A PICTORIAL HISTORY OF CIVILIZATION'S MIGHTY ST



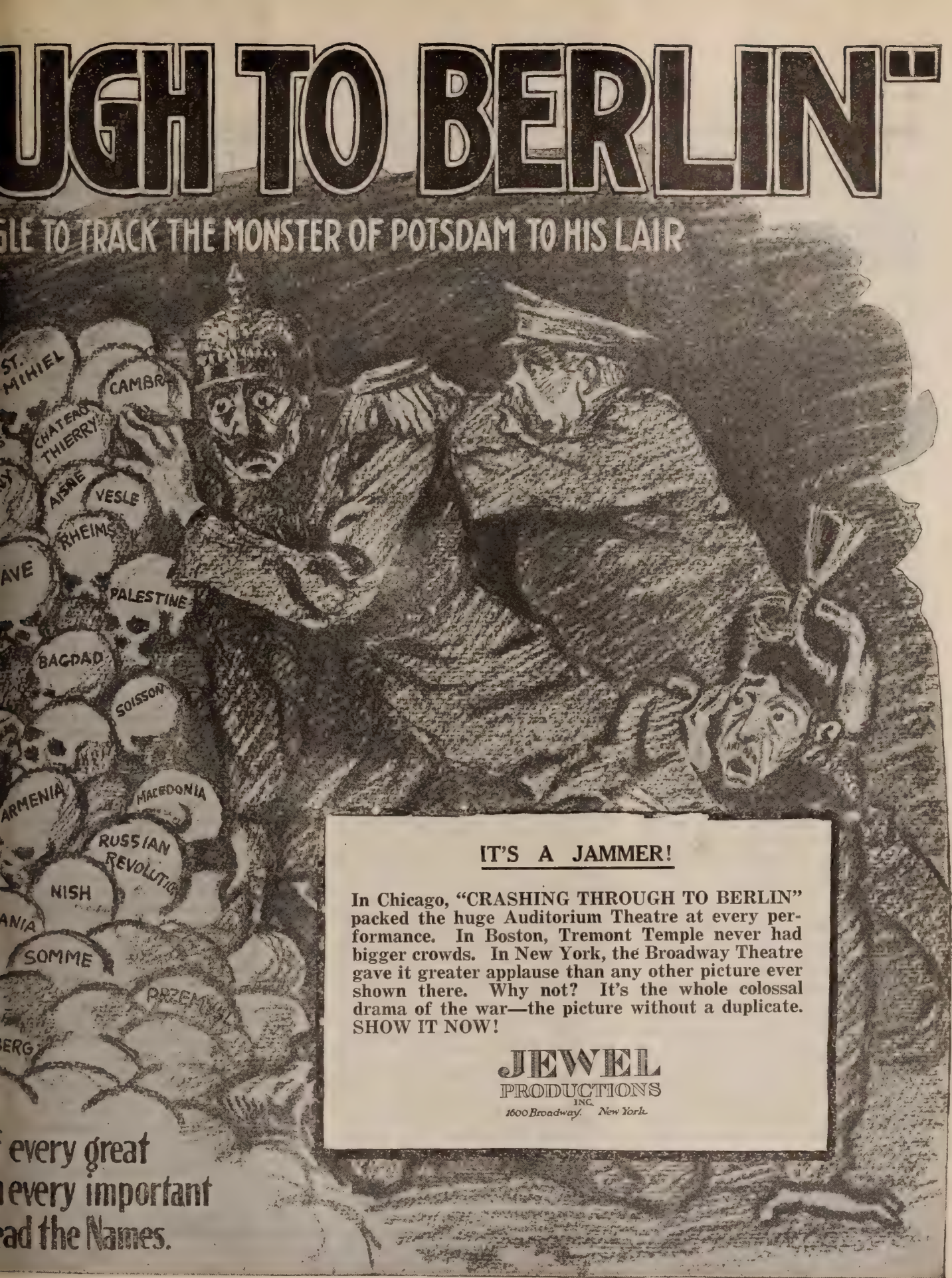
THE ONLY PICTURE OF ITS KIND!

From all over the United States come reports flashing the news that "CRASHING THROUGH TO BERLIN" is an Unqualified Success. The only picture of its kind and the surest money-getter on the market with the sole exception of "THE KAISER, the Beast of Berlin." Book it without fail.

**Authentic Vi
Event for four Y
Battle Front**

UGH TO BERLIN"

GLE TO TRACK THE MONSTER OF POTSDAM TO HIS LAIR



IT'S A JAMMER!

In Chicago, "CRASHING THROUGH TO BERLIN" packed the huge Auditorium Theatre at every performance. In Boston, Tremont Temple never had bigger crowds. In New York, the Broadway Theatre gave it greater applause than any other picture ever shown there. Why not? It's the whole colossal drama of the war—the picture without a duplicate. SHOW IT NOW!

JEWEL
PRODUCTIONS
INC.
1600 Broadway. New York.

every great
every important
ead the Names.

"Painless Love"

L-Ko Two-Reel Komedy

CAST.

Dr. Hurts, dentist.....Babe Hardy
Assistant .....Billy Armstrong
Grasping Owner.....Charles Inslee
The Wife of the Assistant
Peggy Provost

(*Copyright* 1918, *L-Ko Motion Picture Ko.*)

BILLY ARMSTRONG and Peggy Provost are married secretly. Billy Armstrong is an assistant in the dentist parlor owned by Babe Hardy. Peggy Provost owns a ladies' swimming parlor in the building owned by Charles Inslee, which is directly opposite the home where Babe Hardy, the dentist, and his wife live.

All the trouble starts when Peggy's time is up for paying rent, and she is financially embarrassed, but Babe comes to her rescue and offers a check and an invitation to dinner. Charles, the owner, sees this and becomes desperately mad, because she refused his offer of marriage, and then Charles, swearing revenge, goes to the jealous wife of Babe and tells her all.

Charles, Babe's wife and all the others are all in a cabaret place and when an explanation is demanded they start a big chase, and the end shows them all struggling in the water.

"The Brass Bullet"

Episode 12—"Caught by Wireless."

ROSALIND has been tied in an underground passage, through which water is running, and she is left to drown by King and Gilbert, who make their escape.

She calls for help, and her cries are at last answered by Jack James, who has followed her to the island. He manages to rescue her and the two hasten to a tower in which they believe they can hide.

Gilbert receives a mysterious communication from Cooley, telling him that the fortune is hidden in Rosalind's suitcase. Gilbert, accompanied by King, then renews his pursuit of the girl, hoping to regain the money.

Rosalind and James enter the tower, but they are seen by Gilbert. Gilbert now believes he has them in his power. A bomb with a lighted fuse is in the tower, and is about to explode.

Rosalind and James, however, have escaped down a trap and into a tunnel beneath the tower. The bomb explodes, and the tower is blown up and entirely destroyed.

Gilbert and King congratulate each other upon the supposed death of Rosalind and James, believing them to be crushed by the falling tower. But Rosalind and James are uninjured, and at last manage to crawl from the wreckage and to the beach, from where they hope to escape.

James, however, is still pursued by the police on the charge of murder. Meanwhile, "Pop" Bates, in the hospital, threatens to reveal the true situation.

But until this confession shall be made Jam s is a guilty man. In trying to escape from the police he and Rosalind climb into a tree which overhangs a cliff. Gilbert discovers them, and a new plan to destroy them occurs to him.

He begins to chop down the tree. The tree bends over the cliff, carrying Rosalind and James to almost certain death.

Universal Screen Magazine, No. 94

WHAT'S this! Women forsake powder puffs, French heels and mirrors for khaki uniforms, shiny leather puttees and salutes? Yes, and then in for training for the "Women's Motor Corps." See them follow instructions and then on active duty. With such pretty drivers our convalescent soldiers may not want to get well.

Which came first, the duck or the egg? This issue of the Screen Magazine will solve the question and will give you numerous reasons to prove the answer. Even ducks are now patriotic. They eat corn to save wheat.

New York will soon be over grieving the loss of John Barleycorn. Our signs will read "Near-Beer" and as for the many barrels on hand, well—a keg of beer would provide many a "pickle," so there is no reason why they cannot be used as pickle barrels.

Have you noticed the thousands of soldiers visiting New York? Many of these have never seen a large city before, and the rush, hurry and bustle they witness here makes them dizzy. This film ends up with a letter written by one of these soldiers, which goes something like this:

"Dear Buddy: Me and Steve got leave for a day. When we hit the big town, Lordy, what sights! When I tried to parade my gondolas across the street I was sorry that Uncle Sam wouldn't give me more than $10,000 insurance. Folks down here, runnin like chickens with their heads off, lookin for nothin. Am preparing for our grand tour of Europe, so address my mail to Berlin.

(Signed) "BUCK."

BUY LIBERTY BONDS AND RUSH THE BOYS FOR BERLIN.

SYNOPSES OF NESTOR, L-KO, LYONS-MORAN STAR COMEDY, WESTERN DRAMA.

"The Dead Shot"

Two-Reel Western Drama.

The Tigress.....Helen Gibson
"Big Jim" Thornton....Frank Whitson
Sid Hampton.....Mark Fenton
Dick Thornton.....Frankie Lee

A DANCE-HALL girl known as "The Tigress" rode into the town of Los Alamitos, forced the biggest man in town to give her his horse when her own stumbled, took possession of the dance-hall and saloon and began to run things.

She ruled with a loaded quirt that cut ugly gashes in leering faces and at times gave emphasis to her remarks by flashing an evil-looking gun.

Jim Thornton, owner of the biggest mine in the country, lives in decency and is planning to marry the village schoolteacher. She does not know that Thornton betrayed "The Tigress" years ago when she was a sweet girl in her 'teens.

Trouble seems to swoop down on Thornton's mine. The men strike and there are many mysterious explosions. No one but Thornton knows the cause. Behind the work he sees the cool head and quick hand of "The Tigress."

"The Tigress" learns that Jim and the schoolteacher are going to go East to be married, taking with them little Dick, the baby born of Thornton's treachery to "The Tigress."

Thornton is harassed on two sides; by the striking miners and by the demands of his company stockholders that he straighten out the tangle. At the crucial moment "The Tigress" comes to him and says that she will prevent the blowing up of the mine.

Thornton, anticipating her demand, says:

"I am going to marry a lady."

Then Thornton pointed out to her that his ruin would mean poverty for their son.

"The Tigress" races to the mine and saves it from destruction by shooting the glowing fuse from a striker's hand. Then she returned to Thornton. He sat limply in his chair.

"I've been a dog," he said.

The schoolteacher led little Dick to the girl and told him that she was his mother.

A re-made Thornton and "The Tigress" are reunited.

"BRASS BULLET," SCREEN MAGAZINE, CURRENT EVENTS AND ANIMATED WEEKLY.

"Why Worry?"

Lyons-Moran Star Comedy.

EDDIE is in love, and confides his troubles to Lee, his roommate, who promises to "fix it up" for him.

Lee then starts on his mission, which is to go to Dorothy's father, Mr. Gamble, and ask for her hand for Eddie. Mr. Gamble, who is in bad humor, very politely kicks Lee out, after hearing his speech. Lee, however, does not tell this to Eddie, but instead, tells him that "everything is fixed up" and that the old man suggested that the couple elope, it being more romantic and cheaper.

Lee starts some more "fixing," making arrangements for the ceremony, the license, the minister, etc., while the couple leave a note of thanks for the father and start off.

In the remaining film roaring laughter is caused by a chase of Dorothy's father, the kidnapping of the minister, the chase in and out of the taxi and finally the arrest of Eddie and Lee. Even then Lee wants to make an attempt to do some "fixing," but Eddie stops him, saying he is willing to let good enough alone.

"Fighting for Freedom"

(Official British War Pictures.)

Episode No. 4—"The Thrilling Feats of the Royal Flying Corps."

(Special.)

IN this fourth episode of the famous British Official War Pictures we are introduced to the exploits of the flying corps, the eyes of the British army. In many instances, however, the eyes have proven that they can do more than merely see and report what they see. In many of the attacks, made by General Haig's men, the flying corps has acted as an advance strafing expedition. Flying low over the enemy, they shot millions of rapid-fire bullets into his retreating columns and motor lorries, thus adding one more arm to the British service.

"The Love Craze"

Nestor Comedy.

With Florence Lawrence.

FLORENCE is a waitress in a boarding house. She lacks all good looks or anything in the way of attracting a beau, and, in other words, is known as "homely." She fears the thought of spinsterhood and makes all sorts of attempts to capture a sweetheart. Florence sees all the other girls with their beaus, and even though her efforts are all in vain, in securing one, she still has hopes.

Then her story ends, turning sadness into gladness, for we see the realization of her dream and Florence in the arms of a real man.

Animated Weekly

No. 44.

President Draws First Number In New Draft.—Blindfolded with cloth taken from chair used at signing of Declaration of Independence, he extracts No. 322 from bowl in drawing to determine order of service of 13,000,000 registrants.—*Washington, D. C.*

America's Vast Shipyards Have Crushed the U-Boat.—New and exclusive pictures of the greatest shipbuilding plant in the world bear out Charles M. Schwab's strenuous denial that work there has "fallen down" and that results would not fulfill expectations.—*Hog Island, Pa.*

America Goes "Over the Top" To End the War With Fourth Liberty Loan Offensive!—President Wilson in New York opens tremendous drive for $6.000.000,000 with which to crush the Hun while from coast to coast thousands cheer, march and buy bonds.

Troops of Allied Nations In Paris Victory March!—President Poincare decorates the heroes of a score of bloody battles and reviews the valiant fighters of many lands as they pass before cheering thousands.—*Paris, France.*

Sub-Titles.—He gave his blood for France and Liberty! Heroes of the French Republic march to the stirring strains of La Marseillaise. Some of the heroic comrades of our own heroic boys!

"NO MAN OR WOMAN WHO HAS REALLY TAKEN IN WHAT THIS WAR MEANS CAN HESITATE TO GIVE TO THE VERY LIMIT!"—*President Woodrow Wilson.*

BUY LIBERTY BONDS!

Cartoons by Hy. Mayer, World Famous Caricaturist. ("A Royal Ducking.")

Current Events, No. 74

Wounded "Devil Hounds" Put "Pep" In Great Loan Drive.—Veterans who smashed the kaiser's boasted Prussian Guard at Chateau Thierry and Belleau Wood arrive to tell the folks at home that the boys "over there" expect the Liberty Loan to go over the top.—*New York City.*

Michigan Troops Show How Canadians Took Vimy Ridge.—State Guardsmen in remarkable sham battle go "over top" to depict thrilling scenes that marked one of the greatest Allied victories on the West front.—*Detroit, Mich.*

Yankee "Whippet Tank" Has Whipped the Huns!—First and exclusive motion pictures of the famous "baby chariot" which has earned much of the credit for the great Allied victories in France.—*Tobyhanna, Pa.*

Students' Training Corps Answers Call "To Arms!"—At Columbia University 3,000 lads are inducted into combined military service and college course to better fit them to serve Uncle Sam.—*New York City.*

On the Trail of the Hun!—Remarkable pictures made on the firing line in France by United States Signal Corps photographers and released through the Committee on Public Information.

Yanks Clean Up Territory Captured In Great Drive.—Damage wrought by the mighty American and French guns is repaired and the wounded moved to the rear in preparation for a further advance.—*With the American Armies In France.*

Sub-Title.—Hun prisoners find themselves suddenly working to further the ends of Democrary.

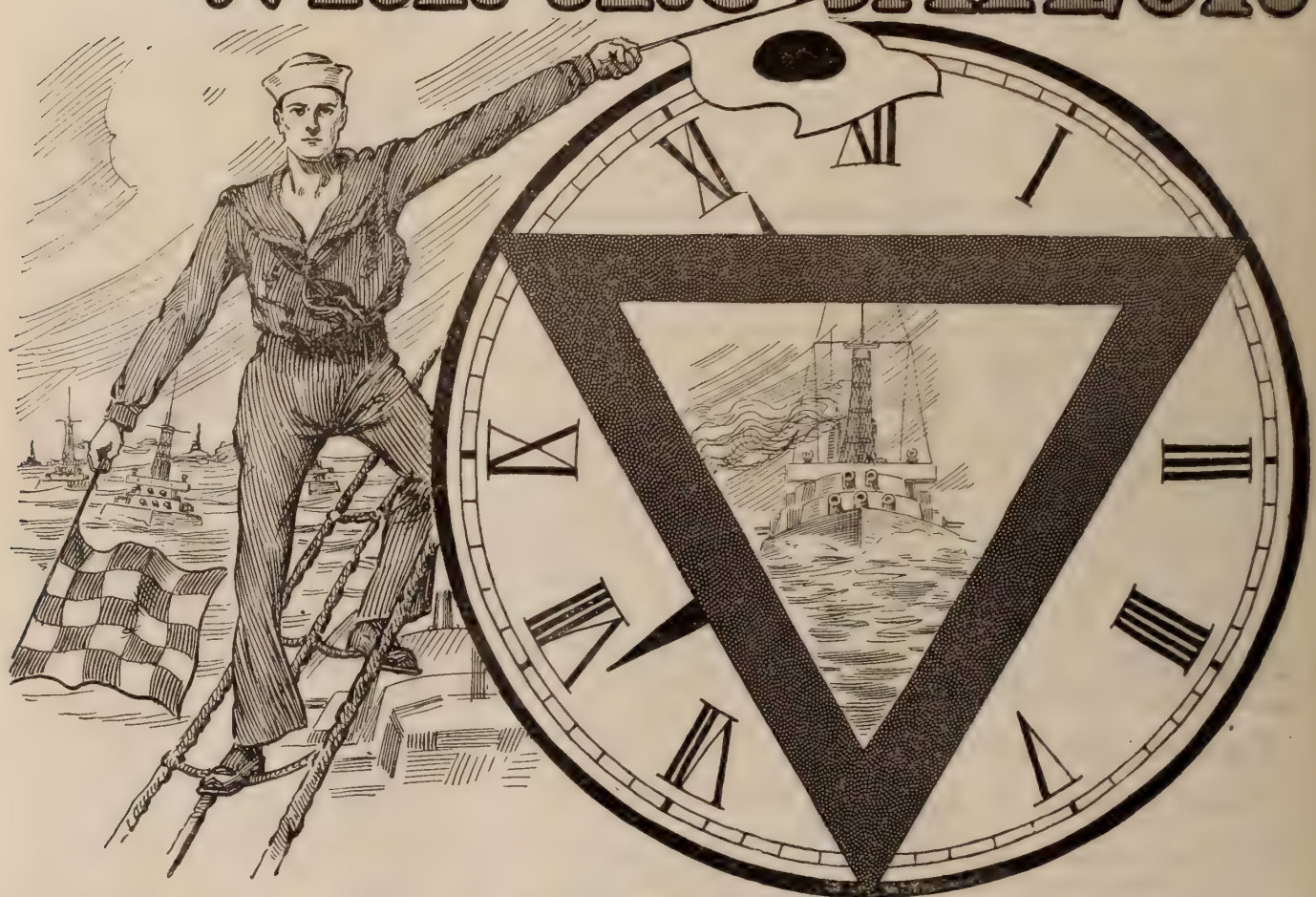
Last Honors To Quentin Roosevelt.—Bishop Luther B. Wilson of the Y. M. C. A. lays a token of wild flowers upon the grave of the boy who did not fear to die that Liberty might live.

The Hero of the Marne!—Marshal Joffre arrives at the front to inspect the American lines.

Sub-Titles.—Back of the lines General Ebner of the French army salutes the fighting men of America. First-class Private Leo H. McGuire is decorated with the Distinguished Service medal for gallantry in action. Germany would make peace now—but not before these boys have reached Berlin! Bulgaria has quit! The British will finish the Turk! And the Yanks with their gallant French and British brothers are settling the Hun in France!

The Sad "Tail" of the Sausage Hound!—Featuring the Dopey Daschund and the Desperate Despot.—*An Animated Cartoon by William Nolan.*

"AROUND the CLOCK with the SAILOR"



Packing 'Em In The Biggest Houses Everywhere

NOTHING SO TIMELY—NOTHING SO ENTERTAINING

The millions of people who have already seen the first release—"AROUND THE CLOCK WITH THE ROOKIE"—are packing theatres showing second release—"AROUND THE CLOCK WITH THE SAILOR," and will continue to pack 'em when the third release comes out—"AROUND THE CLOCK WITH THE MARINE." WHY? Because it's what the people want. The fathers and mothers are eager to see the boys at play.

Cash in on this sweeping nation-wide demand and eagerness to see our boys. Thrill your people—entertain them—send them away happy, eager and anxious for the next release of this series. The Y. M. C. A. stands back of this series. The local officials will get behind you and help you put this series over. Confer with the local Y. M. C. A. people at once—then BOOK and boost to the limit.

Book thru your nearest Universal Exchange, or communicate with the UNIVERSAL FILM MFG. CO., "Largest Film Mfg. Co. in the Universe," CARL LAEMMLE, President, 1600 Broadway, N. Y.

"HOW CHARLIE CAPTURED THE KAISER"
HEH-HE-HE!!
BOOK THRU YOUR NEAREST UNIVERSAL EXCHANGE OR
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CARL LAEMMLE
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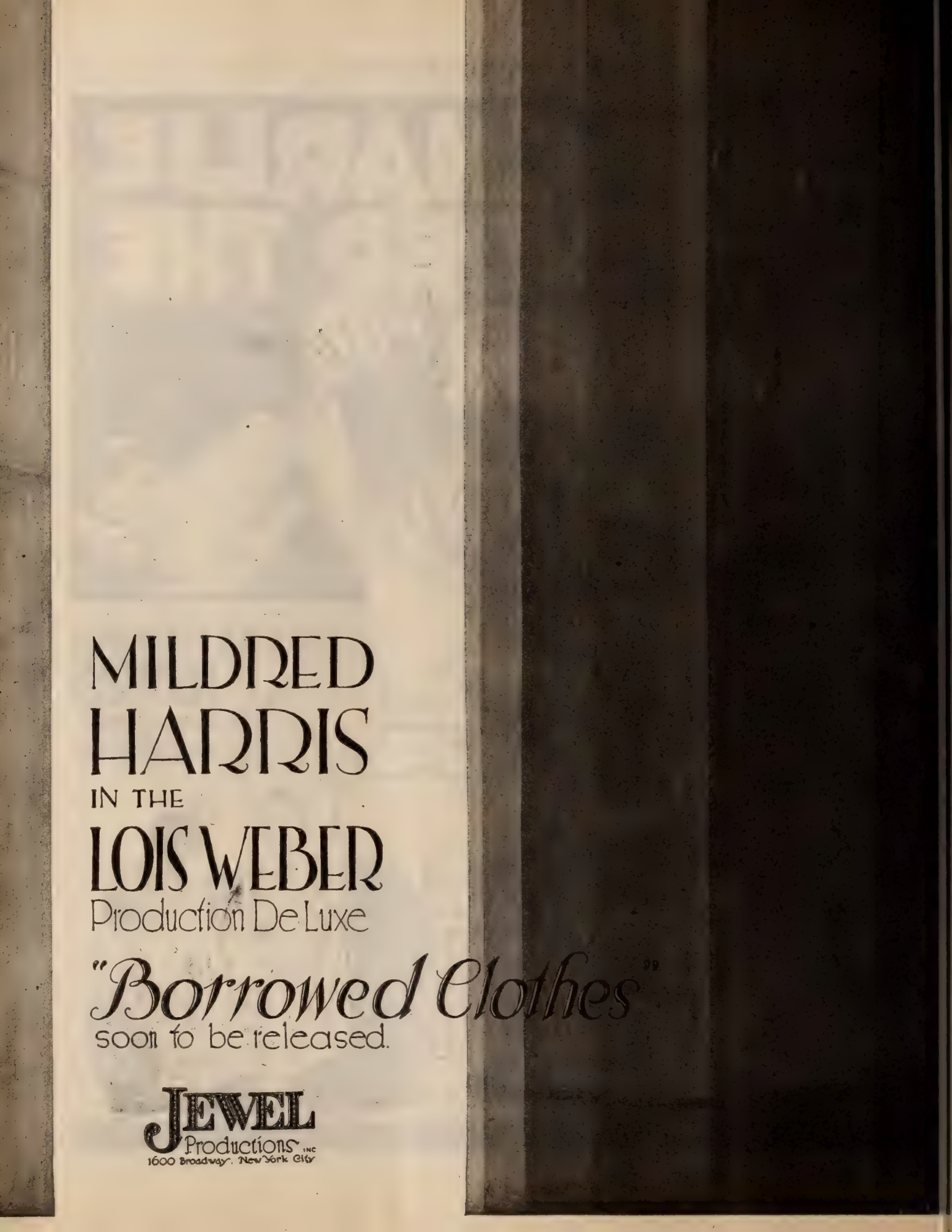
1600 BROADWAY
NEW YORK
A RIOT!
"HOW CHARLIE CAPTURED THE KAISER" is shaking the whole country with laughter . . . IT'S A RIOT . . . and if you handle this Comedy with the right kind of advertising, you can show it for 2, 3 or 4 days or a week, and the crowds will automatically jam in to get the fastest, best roarfest of the season. Special newspaper advertising mat can be had from your Exchange.
Book thru your nearest Universal Exchange, or communicate with the UNIVERSAL FILM MFG. CO., Largest Film Mfg. Co. in the Universe, CARL LAEMMLE, Pres., 1600 Broadway, N. Y.


MILDRED
HARRIS
IN THE
LOIS WEBER
Production De Luxe
"Borrowed Clothes"
soon to be released.
JEWEL
Productions INC
1600 Broadway. New York City

"Take it From Us"--

--say Eddie Lyons & Lee Moran,-

—"comedy producers have to go some to equal the record of our LYONS-MORAN STAR COMEDIES. Certainly—almost anybody with a camera-man, a good scenario, a fat bank roll, a world of patience and a spirit of gambling instinct might turn out ONE fair Comedy—but just let 'em try to keep it up, week after week, all year round, and you'll see in two jerks of a lamb's tail where they get off. Scores of 'em have tried it—some have made a few fair pictures, but none of 'em—get that—none of 'em have kept it up. And the sorry part of the whole thing is that the boob that turns out a punk comedy screams his fool head off in the Trade Papers in trying to gyp the Exhibitor. But "them were the halcyon days—them's the days wot ain't no more." You've got to produce every week, all year round, and that's SOME JOB. Did you read "WID'S" criticism on "FRENZIED FILM?" Go get a copy and read it. That applies to 80 per cent. of LYONS-MORAN STAR COMEDIES, and we've yet to see ONE comedy producer who could hit 8 winners out of 10 starts. We're giving Exhibitors in all first run houses the biggest and best laughs of the season in—LYONS-MORAN STAR COMEDIES, and if you're not playing 'em you're simply turning your back on the surest-fire money-getters of the season. War time of all times is THE time for keeping your people sweet. Incidentally you can bulge your bank roll. Your nearest Universal Exchange will fix you up.

First Choice of America's first run Houses

LYONS MORAN

STAR COMEDIES

Latest Release

"The Price of a Rotten Time"

BOOK THRU NEAREST UNIVERSAL EXCHANGE OR
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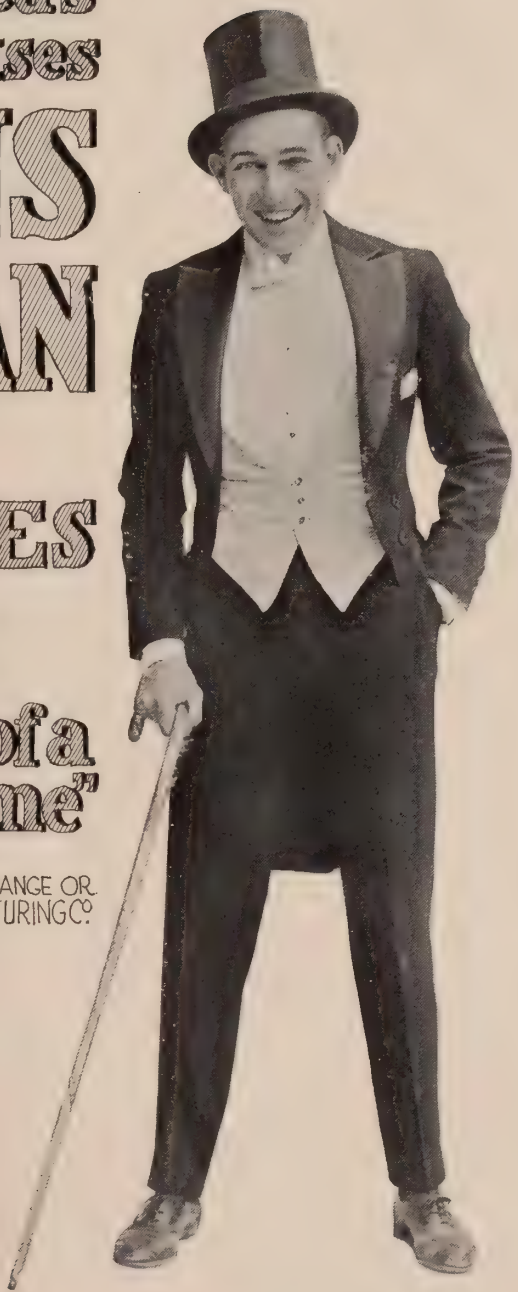
1600 BROADWAY, N.Y.



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in
"for husbands only"
the newest
LOIS WEBER
PRODUCTION
Book thru your nearest Jewel Exchange
Jewel Productions inc
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LIONEL S. REISS

The Moving Picture Weekly

VOL. 7
NO. 10
OCTOBER 26th

Violet Mersereau
in
"TOGETHER"
Bluebird Photoplay

PRICE TEN CENTS

MONROE
SALISBURY
IN
"HUGON THE MIGHTY"
A GREAT BIG OUTDOOR DRAMA OF AN UNRELIGIOUS MAN WITH A HEART OF PUREST GOLD
BOOK THRU YOUR NEAREST BLUEBIRD EXCHANGE
BLUEBIRD PHOTOPLAYS INC.
1600 BROADWAY N.Y.

2-nd Release of this great Series :

"AROUND the CLOCK with the SAILOR"

Y.M.C.A.

Y.M.C.A.

Reports from Everywhere Prove They're GOING OVER, HUGE

In order not to overstate in the slightest degree the results of these three big Y. M. C. A. Specials, we wired every Exchange to secure from Exhibitors their reports on the business being done on—"AROUND THE CLOCK WITH THE ROOKIE"—"AROUND THE CLOCK WITH THE SAILOR," the first two releases on this fascinating timely series.

From every quarter the reports have been wonderful

Exhibitors have expressed their appreciation of such timely subjects. They have written and wired their regrets that the series includes but three subjects (the last one being—"AROUND THE CLOCK WITH THE MARINES," because so far the first two have been splendid money getters.

And why shouldn't they go over with a smash when the entire Y. M. C. A. organization of the entire country is behind this series with all their giant power? Your local Y. M. C. A. people will get behind YOU too and help you put this series over in your town. Special ads, posters and complete advertising dope all prepared for you. Wire your Exchange today. THEY'RE GOING OVER BIG.

Book thru your nearest Universal Exchange, or communicate with the UNIVERSAL FILM MFG. CO., "Largest Film Mfg. Co. in the Universe," CARL LAEMMLE, Pres., 1600 Broadway, N. Y.

Special Newspaper Ads
READY PREPARED THAT WILL HELP YOU PACK YOUR HOUSE CAN BE HAD FROM ANY UNIVERSAL EXCHANGE

Three Big Releases In this Series
1st — "Around the Clock With the Rookie."
2d — "Around the Clock With the Sailor."
3rd — "Around the Clock With the Marines."
You can't afford to miss these winners.

Dainty - Minxsome

Violet Mersereau

IN

"TOGETHER"

"Great Heavens! It was the very Image of herself"

in which Miss Mersereau accomplishes the artistic Scoop of portraying three separate and distinct Characters in one Play, and a Play with a Punch-chock-ful of Action.

Book thru your local BLUEBIRD Exchange or Bluebird Photoplays, Inc.-1600 B'way, New York

MEMBER OF THE NATIONAL ASSOCIATION OF THE MOTION PICTURE INDUSTRY

THE MOVING PICTURE WEEKLY

A MAGAZINE FOR MOTION PICTURE EXHIBITORS

Published Weekly by the MOVING PICTURE WEEKLY PUB. CO.
1600 BROADWAY, NEW YORK CITY

PAUL GULICK, *Editor* JOE BRANDT, *Bus. Mgr.*
(*Copyright* 1918, *Universal Film Mfg. Co. All Rights Reserved*)
Vol. 7 OCTOBER 26, 1918. No. 10

All Releases Posponed Four Weeks

NEVER in the short but tumultuous history of the moving picture industry has there arisen a crisis such as the present one. The most encouraging feature of the situation is the fact that every producer and every distributor realizes it and is willing to take the necessary steps to meet it. Furthermore, they have taken them in concert.

At a meeting of the National Association of the Motion Picture Industry, held in the Association rooms and to which the whole industry was invited, it was decided to suspend or postpone production for four weeks, beginning with the week of October 14th. Every important producer in the country subscribed to this decision. The only exceptions which were made were in the case of serials and News Weeklies. In effect the decision acts to postpone all releases after October 14th until after November 9th.

The heads of the various companies will meet every Monday at the National Association to take any further action which the circumstances demand. So far they have acted carefully and with due realization of the situation.

As far as the Universal is concerned, the response made by all the employees has been the one bright spot in the situation for those who have its destinies in charge. It is a new pledge of loyalty, if one were needed: a new evidence of the esprit de corps of a wonderfully effective organization. This is a time when loyalty counts; when it means personal inconvenience and personal loss. That kind of loyalty will never be forgotten by the Universal.

Facing the Facts

SO much for the situation. Now to make the best of it. There will be no more new releases for four weeks. We have "The Yellow Dog" already out, however, and it has been played in several cities to wonderful business and tremendous enthusiasm. Wherever theatres are open they can secure this timely, patriotic and engrossing picture from any Jewel exchange. All the prints of "The Yellow Dog" have been shipped. It is

EXHIBITORS WILL THEREBY HAVE AN OPPORTUNITY TO BOOK MANY OF THE FINE RELEASES THEY PASSED UP DURING THE PAST MONTHS. "THE YELLOW DOG" IS BEST BET OF THE NEXT FOUR WEEKS.

the one biggest bet on the market, especially during the four weeks' shutdown.

In addition there are the three Y. M. C. A. films which are timely and available for bookings in all exchanges. They are "Around the Clock with a Rookie," "Around the Clock with a Sailor" and "Around the Clock with the Marines." Any one of these is a corking subject to be used as an added attraction with any feature and gives just the proper fill-up of patriotism to a program. The Marines picture was taken at Quantico, Va., by the express permission of Brig.-Gen. Chas. A. Doyen, who died on October 6th at Quantico. There was no influenza at Quantico when this permission was given and it was Mr. Hancock's good fortune to complete his picture before its ravages became at all severe. He was greatly assisted in his work by Capt. M. A. M. Marsden of the Canadian Scotts, who was an instructor in war strategy. Capt. Marsden perfected all the plans for the battle manoeuvres, which are such a striking feature of "Around the Clock with the Marines." The bayonet work at Quantico is under the supervision of Capt. Harrison of the Canadian Army. The examples of attack and defense with the bayonet are probably the best ever filmed.

In those theatres that are open the serial, "The Brass Bullet," will continue as usual, but the Eddie Polo serial, "The Lure of the Circus," has been postponed.

BUY LIBERTY BONDS UNTIL IT HURTS.

No First Runs

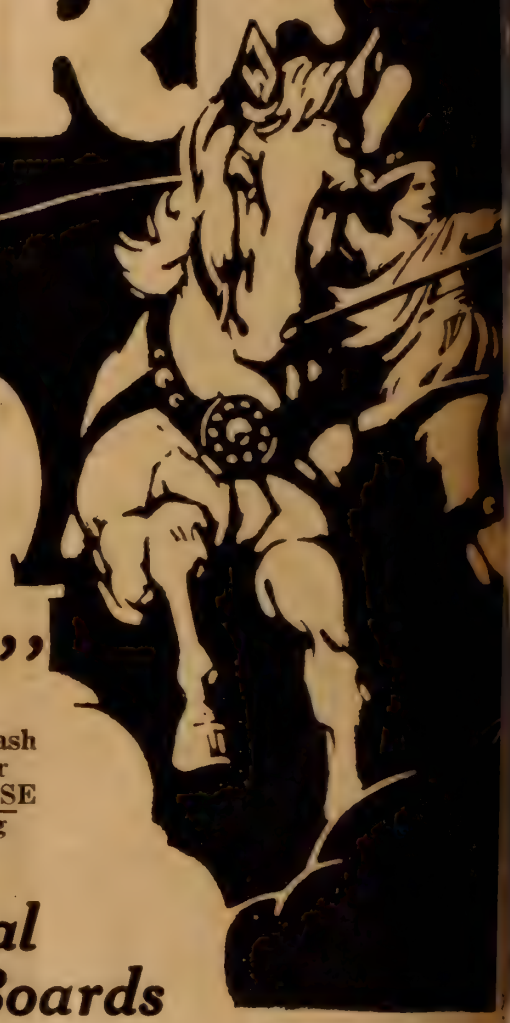
THE exhibitor who is closed by order of his Board of Health is in the same position as the producer—he has no money coming in and his expenses are going on as usual. The exhibitor who is open, and fortunately there are going to be more and more of them, is in an entirely new position. For the first time he finds himself without ten or a dozen new five-reel features released that week staring him in the face and asking him to run them. There will not be a single one for four weeks. For the first time in his career he has the privilege of forgetting that tremendous bugaboo of the film industry, "First Run." He can look over the releases of the last few months and pick out the good ones he was unable to book at the time because he thought he had something better. Then send to the exchange and get that film. His patrons cannot find fault with him for not offering them the very latest thing when there is no latest thing. In fact, he only thinks they would do that in any event. He has built up this bugaboo to scare himself. For four weeks it is taking the same kind of vacation that the releases are taking. Why not let it die entirely? What difference if you have not run a film whether it is one day or thirty or sixty days old?

Regent Film Subjects

EVERY Universal Exchange has a full list of wonderful Special Attraction features with such stars as Dorothy Phillips, Harry Carey, Mae Murray, Mary Mac Laren, Priscilla Dean and Herbert Rawlinson. These films start with "The Risky Road" and have been getting better and better all the time. The latest one that is available is "Three Mounted Men." That was released just in time to escape the ban. See what the trade papers say about this Harry Carey picture. There are three wonderful Special Attractions to come, and if an exhibitor once becomes convinced of the drawing power of these stars and features he'll be sure of a pleased audience every time he shows one. Try a few of these Special Attractions during the next four weeks.

COMING!

"THE LURE



" The Lure of The Circus "

—is going to create a genuine furore in the trade. It is going to smash booking records into bits. It is going to be a money and crowd-getter extraordinary. We say so over the signature of the Universal, BECAUSE the episodes already produced are wonderful, with simply amazing action that—

Has any former Universal Serial Completely Backed Off the Boards

It opens up with a smash that completely sweeps spectators off their feet and sustains that hurricane action in every reel. So far—no serial ever produced by the Universal even begins to compare with it for BOX OFFICE POWER. Don't fail to

Get a Copy of the Big Advertising Campaign Book

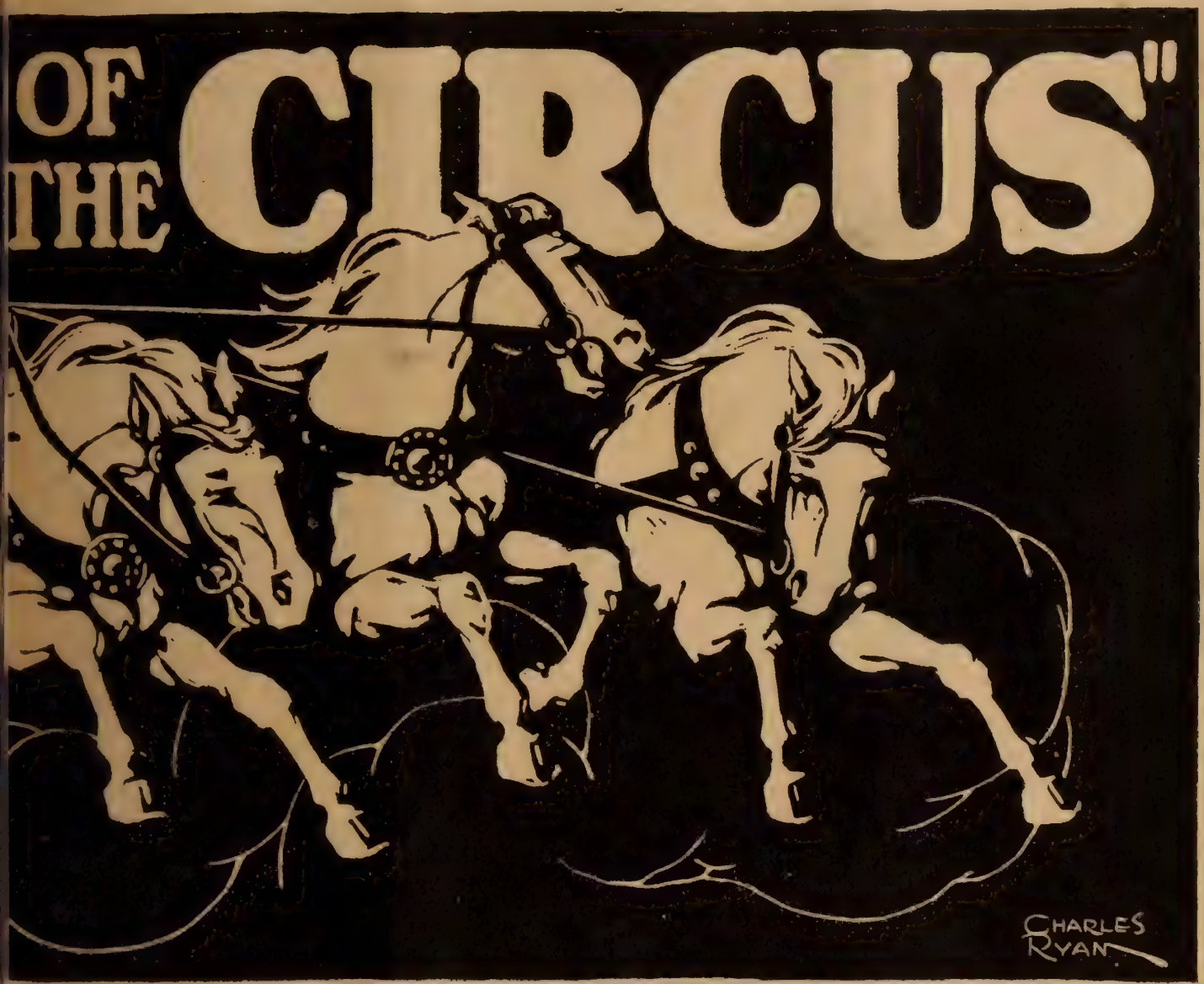
from your nearest Universal Exchange that shows you how to play this serial to capacity every week.

WATCH FOR RELEASE DATE. WIRE your Exchange now for booking reservation. Instead of begging for it later, secure it NOW. T'will smash competition!

DDIE POLO AND EILEEN SEDGWICK

WHAT WE CONSIDER **THE GREATEST SERIAL EVER FILMED**

OF THE CIRCUS"



BOOK NOW

thru your nearest UNIVERSAL Exchange or Universal Film Mfg. Co. Carl Laemmle, President. 1600 Broadway New York

UNIVERSAL SPEC

EACH ONE PRICED ACCORDING T

Harry Carey

WHY do the Westerners go wild over Harry Carey? Because he's real—because he's human—because he's the best Western character actor on the Screen today—because the Universal Special Attractions in which he plays are without competitors in settings, situations and photography. Book Harry Carey in "HELL BENT" and "THREE MOUNTED MEN" and you'll have what can't be imitated.

Mae Murray

MAE MURRAY is as distinctive as the taste of cinnamon. That's why she has a following that never fails to fill the house. And in "HER BODY IN BOND" and "THE BRIDE'S AWAKENING" she has been given the most superbly set interiors ever photographed, with lighting that is simply perfection. Go see these two intensely dramatic Universal Special Attractions and we'll leave everything else to you.

Herbert Rawlinson

SPEED! Romance! The American spirit of "Go get her!" That's Herbert Rawlinson in "SMASHING THROUGH," a sixty-miles-an-hour picture of Youth and Love and a Gold Mine—a Universal Special Attraction with a finish that jerks you out of your seat—a play that has been an unqualified success in every house that has played it. Book this picture and you'll thank us as soon as you've stopped counting noses.

See and Book at any Universal Exchange or UNIVERSAL

L ATTRACTIONS

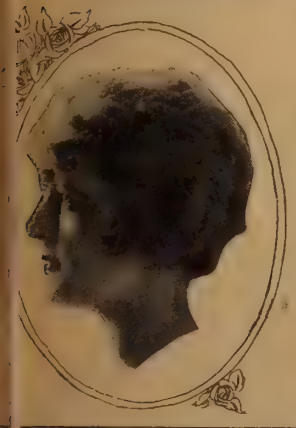
T'S INDIVIDUAL DRAWING POWER

Dorothy Phillips

NO more dramatic actress than Dorothy Phillips is before the public today. And no actress has any plays better suited to her talents than those powerful, absorbing, gripping Universal Special Attractions, "THE MORTGAGED WIFE" and "THE TALK OF THE TOWN." Give your audiences these two de luxe productions and you'll profit now and in every Dorothy Phillips picture hereafter. See them—that's all.

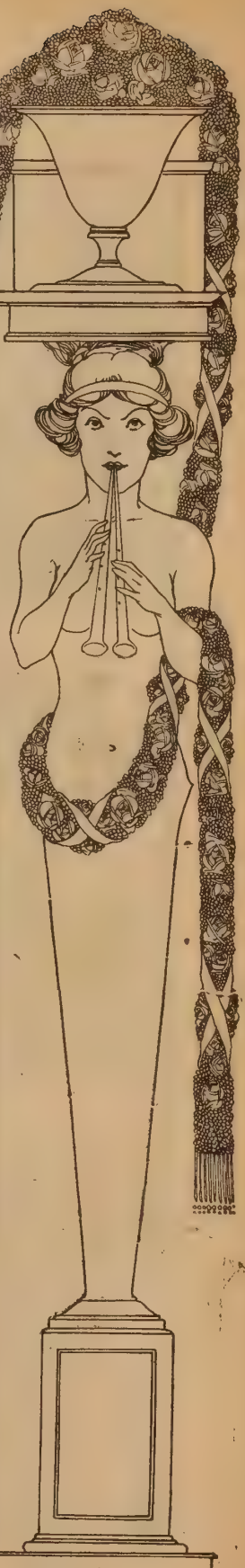
Priscilla Dean

UNUSUAL plot—unusual photography, including the most amazing double-exposure work ever seen on the Screen—a delightfully unusual Star—that's what makes "THE TWO-SOUL WOMAN" an out-of-the-ordinary success—a Universal Special Attraction that holds you breathless to the end. Show it—then watch for "KISS OR KILL"—another Priscilla Dean Special Attraction that's even better than its box-office title.



Mary MacLaren

SHE swept the country in "SHOES," and she's doing it in "BREAD" and "THE MODEL'S CONFESSION." Who? Mary MacLaren, the American Beauty of the Screen. Why? Because Mary MacLaren appeals, and because she's been given every last advantage in the matter of direction and staging that the Art can provide. See these two splendid Universal Special Attractions and you'll have a new standard in productions for your theatre.



M'F'G. CO. *Carl Laemmle Pres.* 1600 Broadway New York

Avenue of the Allies as Fifth Avenue Has Been Called During Liberty Day Parade.

Precautions Taken by Chicago Street Cleaners To Indian Sign On Sneeze Germs.

Boy Scouts In the Streets of Hong Kong, Look Much the Same As In New York.

Prince Axel Reviews Sailor Boys At Great Lakes Naval Training Station.

The Whole Family Will Love It!

The New
LOIS WEBER
Production De Luxe
Featuring
MILDRED HARRIS

"For Husbands Only"

As Tantalizing as a Wink

Says Mark M. Gates, Managing Director of the Dayton Theatre Co. "After hearing more favorable comment on your film, "FOR HUSBANDS ONLY" than any THE DAYTON THEATRE has played thus far I feel it my duty to pass the good word on to you. Without one exception my patrons were surely pleased with this production and ninety-five per-cent of them stopped to say it as they left the theatre. This is, as you know, the acid test for any picture. "FOR HUSBANDS ONLY" is without a doubt the best drama we have screened since opening and it is a pleasure to endorse it."

JEWEL Productions Inc.
1600 Broadway. New York City

"Behind the curtain
in scarlet garb
stood Luxury
waiting on her
great decision"

MILDRED HARRIS

in the coming

Lois Weber

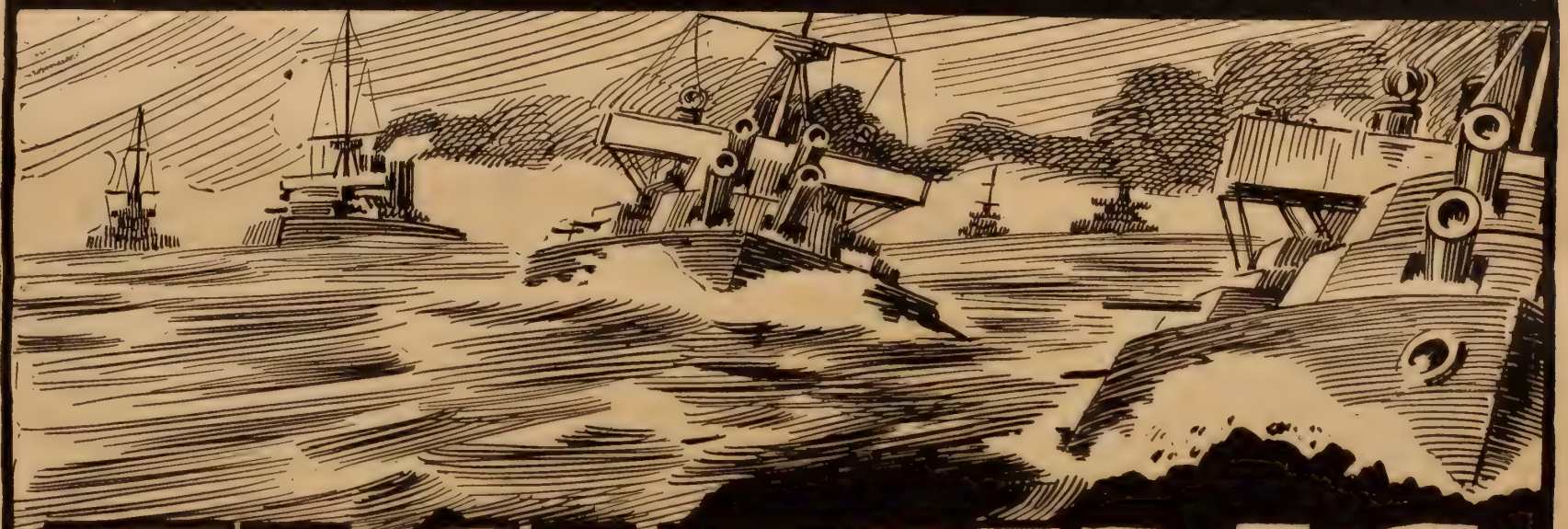
Production De Luxe

"Borrowed Clothes"

JEWEL Productions INC

1600 Broadway. New York City

NOW IS THE TIME TO SHOW THIS GREAT SERIES



FIGHTING FOR FREEDOM

BRITISH OFFICIAL WAR PICTURES

SHOWING THE PART GREAT BRITAIN HAS PLAYED IN THIS COLOSSAL WORLD WAR

THESE seven smashing big episodes will show your patrons what Great Britain and her people have done to save the world from the fiendish Huns. You'll see war enterprises that will baffle your belief, and these enterprises will take you to almost every part of the world.

.....On land, on sea, in the air, in every country where the enemy is fighting, there you'll find Britain's hosts smashing back the terrible descendants of Attila. You'll make as much profit with less cost to you if you advertise these episodes like features.

Book thru your nearest Universal Exchange, or communicate with the UNIVERSAL FILM MFG. CO., "Largest Film Mfg. Co. in the Universe," CARL LAEMMLE, President, 1600 Broadway, N. Y.

The BRASS BULLET

The finest Serial ever filmed!

The BRASS BULLET

The finest Serial ever filmed!

It Mystifies

Old exhibitor as you are—good guesser as you are—cute old plot solver—the very first thing you'll say about "THE BRASS BULLET" is "Some mystery!" And the end of every episode makes you think you'll surely solve it next time—only to have that next time turn out to be just as tantalizing, just as absorbing, just as mystifying as the first reel. Book it now. Juanita Hansen is the Miss in the Mystery in "THE BRASS BULLET."

ANY UNIVERSAL EXCHANGE

It Grips

It grips, because it's a beautiful girl that's in their grip—a woman tortured by unrelenting persecution—a woman who is the most beautiful, alluring figure in any serial before the public—Juanita Hansen—who wins their hearts at first sight and grows steadily more appealing as she passes safely out of one peril only to fall into the clutches of another still more terrible. Book it sure. Juanita Hansen is gorgeous in "THE BRASS BULLET."

ANY UNIVERSAL EXCHANGE

The BRASS BULLET

The finest Serial ever filmed!

The BRASS BULLET

The finest Serial ever filmed!

It Fascinates

Class—class—class—that's what fascinates 'em. Yachts, motor boats, glittering mansions, rolling lawns, wild sea scenes—all the surroundings of great wealth, of refinement, of that life that every man, woman and child would live if they could. And through these vistas of luxury flashes Juanita Hansen—now in yachting garb, now in ball gown, now deliciously dishevelled. Watch her fascinate in "THE BRASS BULLET."

ANY UNIVERSAL EXCHANGE

It Gets the Money

Hear what they say: "Your serial, "THE BRASS BULLET," which we are now presenting at our theatre is enthusiastically enjoyed by our patrons and is a big success, and with each new episode shown the interest increases—a roaring and humming success."—Gem Photoplays Theatre, New York City.

Book it now without fail—for the money, the mystery, the gripping fascination—and the beauty of Juanita Hansen.

ANY UNIVERSAL EXCHANGE

To the

IN the past the history of wars consisted solely of words. To the words of description of the present great world war have been added films which vividly portray movements and actual fighting. Therefore, this war is not war 3,000 miles away.

FILMS bring the details of America's preparation, progress and magnificent fighting to your peaceful home. The outcome of this war means much to you and your dear ones in France or on the seas. You should therefore keep informed as it progresses. In doing so you should see the film "CRASHING THROUGH TO BERLIN" at English Theatre.

Public!

WORDS are inadequate for description. It is living and moving history. It will strengthen your courage and confidence in the outcome of the war. It will make you determined to add to your bit by further saving and sacrifices. It will surely cause you to subscribe more freely to the Fourth Liberty Loan, the success of which is so necessary to the undoing and extermination of "THE BEAST OF BERLIN."

Russell B. Harrison
Sec'y Marion County
Council of Defense

Calls "Lusitania" the Best One-Reel Bet on the Market

Jewel Inc. *Oct. 7.*
Cleveland, O.

Played "Lusitania" to a return engagement Thursday. Friday fair weather---business great. Saturday evening down pours the rain---couldn't hold them. Fellows, get to this film while the Liberty Loan is on, but feature it strong. The best one-reel bet on the market.

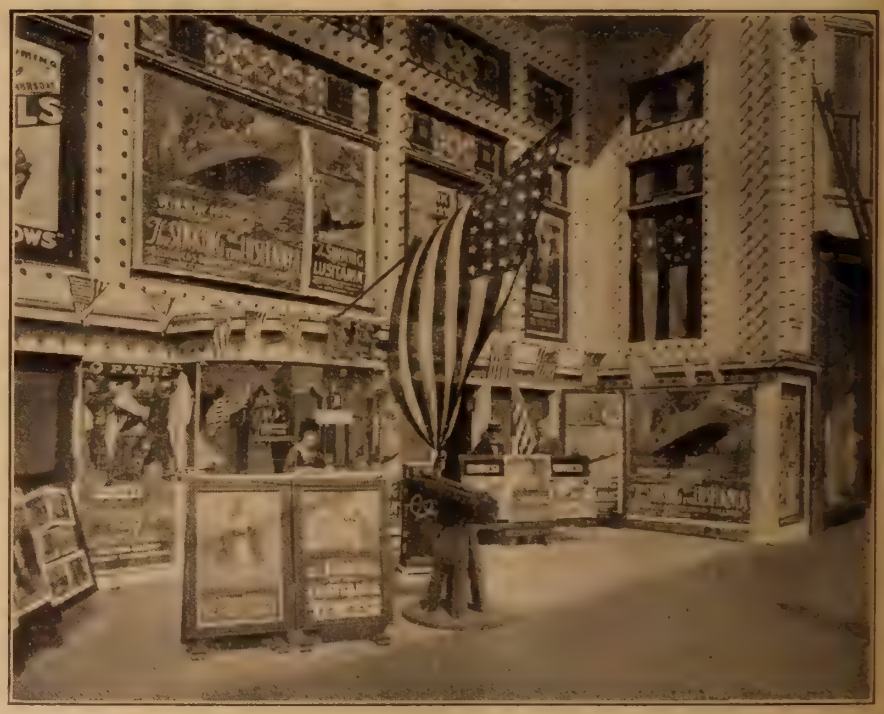
Signed, F. S. Benson
Mgr. Strand Theatre
Youngstown, Ohio.

How to Use "The Geezer"

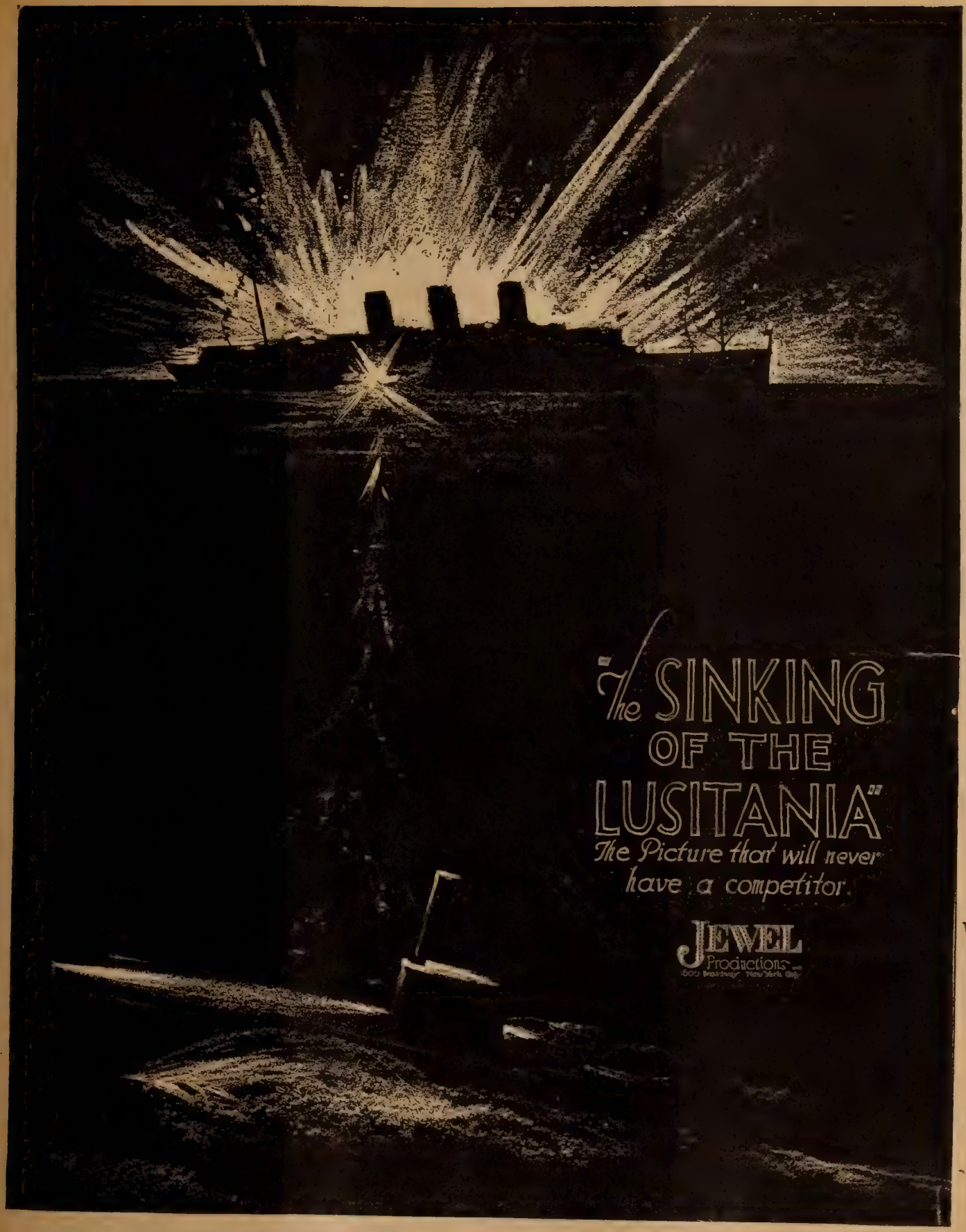
"Sandusky, O., Oct. 3, 1918.

"Gentlemen: At the time we booked a certain picture we were very much up in the air as to results at the box office, locally, as war films never did any business; in fact, we would know before we started that the film would bring starvation. We began to look around for a filler to help boost the war feature. After screening several comedies and other short reels we had the pleasure of running into "The Geezer of Berlin." Oh, boy! It's some comedy, and we certainly did do some business, due, we think, to our method of arranging program. We opened with the Propaganda and closed with "The Geezer," sending them all out with a smile, and that smile became contagious. Say, Jewel, you ought to clean up with "The Geezer"; if you don't it's the fault of your salesmen, or the exhibitor that won't book it is a pro-German. Urge exhibitors to book it along with a propaganda picture. The two make an ideal combination and lead the way to make all war pictures a profitable venture, especially in localities where war films have been a failure. Trusting that "The Geezer" will be a mint to you, I am

Yours truly,
"GEORGE J. SCHADE,
"Schade Theatre,
"Sandusky, O."



The Whitehouse Theatre of Milwaukee, Wis., booked "The Long Chance" as its regular feature, but the manager booked "The Sinking of the Lusitania" Special, and he gave it a wonderful lobby display. The Bluebird always draws, but it is seldom that a special like "The Sinking of the Lusitania" comes along. He was a wise guy and got the money.


"The SINKING OF THE LUSITANIA"
The Picture that will never have a competitor.
JEWEL
Productions
Inc.
Broadway New York City

"Himmel! If I could only get the money they're paying to see you, Papa!"
VERDUN
"THE GEEZER OF BERLIN"
A Travesty on "The KAISER-the Beast of Berlin"

Went Over Big for Seven Days

"THE GEEZER OF BERLIN" went over BIG at the Alhambra for seven consecutive days, and had it not been for previous bookings we would have played it the two weeks straight. This comedy, in spite of the rainy weather, balanced our program, and we got the money. Live Exhibitors make no mistake in booking this winner.

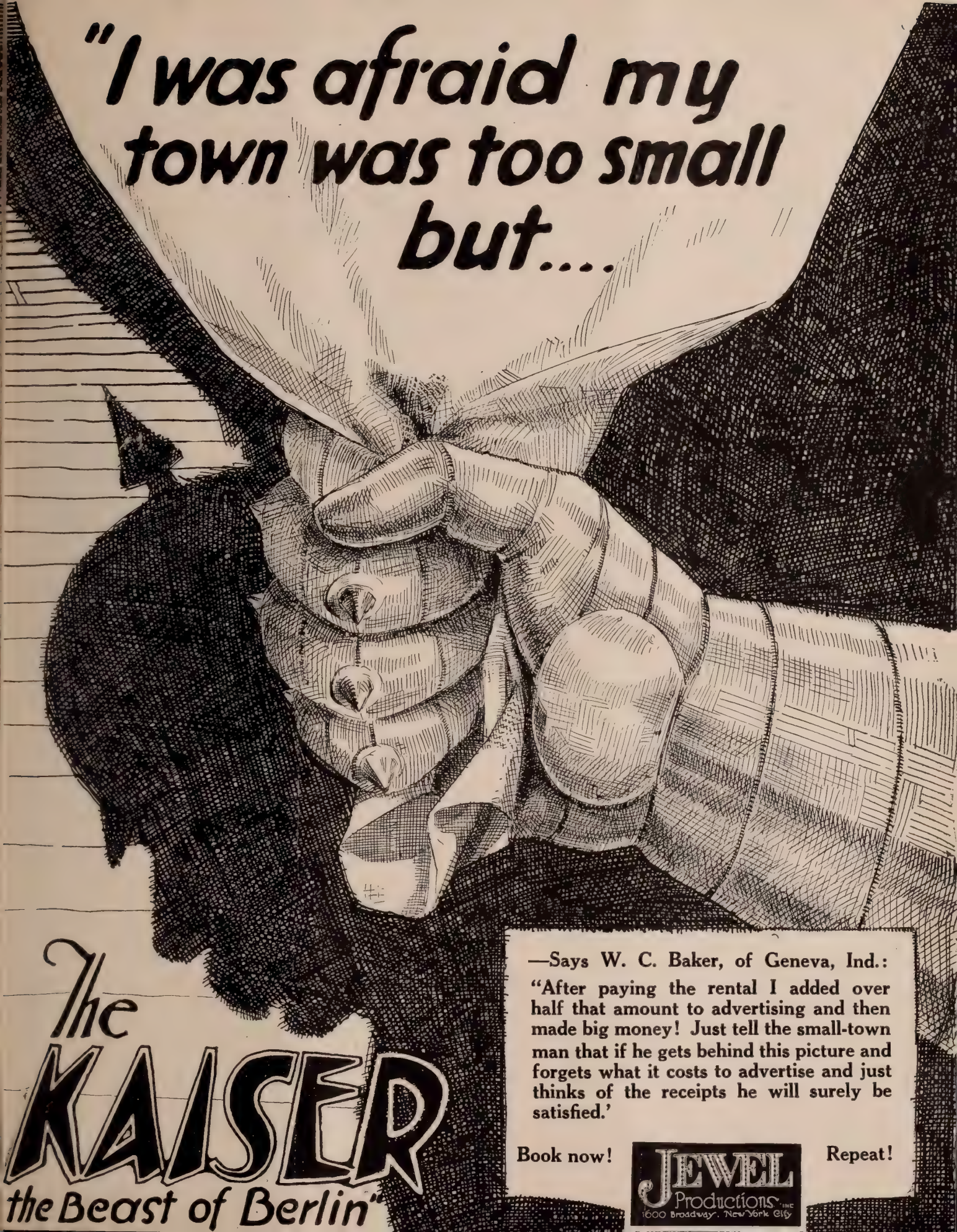
CITIZENS ALHAMBRA THEATRE CO.,
H. C. Horater, Sec'y-Mgr., Toledo, Ohio.

Knocked 'Em Dead for Two Days

"We made a big hit with your "GEEZER OF BERLIN." I regret I did not extend the engagement, for it knocked 'em dead both days. Naturally my business showed a decided increase. Any Exhibitor who has played "The Kaiser, the Beast of Berlin," will make no mistake in grabbing "The Geezer of Berlin." Even if an Exhibitor hasn't played "The Kaiser"—they can pack 'em in and get the money with "The Geezer."

C. E. EFTHIM,
Mgr. Star Theatre, St. Louis, Mo.

JEWEL PRODUCTIONS, Inc., 1600 Broadway, N. Y.



The KAISER
the Beast of Berlin"

—Says W. C. Baker, of Geneva, Ind.: "After paying the rental I added over half that amount to advertising and then made big money! Just tell the small-town man that if he gets behind this picture and forgets what it costs to advertise and just thinks of the receipts he will surely be satisfied.'

Book now! Repeat!

JEWEL Productions INC
1600 Broadway, New York City

JEWEL
PRODUCTION
The YELLOW DOG
HELP AMERICA GET RID OF THE BEAST
HENRY IRVING DODGE'S BIG STORY OF AMERICA IN WAR TIME . . .
FROM THE SATURDAY EVENING POST AND HARPER AND BROS. BOOK

HERE'S a Six-sheet of the biggest patriotic picture that the War has produced. A "he-man" production, to which over a million members of the national Anti-Yellow Dog Clubs will send people by the tens of thousands. Get this picture. Get this help. Get this money that is waiting for you.

JEWEL PRODUCTIONS
INCORPORATED
Executive Offices, 1600 Broadway, New York City

The Moving Picture Weekly
VOL. 7— NO. 11
NOVEMBER 2ND
1918

THE BLUEBIRD STARS

Edith Roberts

Violet Mersereau

Ruth Clifford

Juanita Hansen

Priscilla Dean

Carmel Myers

Monroe Salisbury

RUTH CLIFFORD

ONE OF THE MOST BEAUTIFUL
WOMEN ON THE SCREEN TODAY

Show her in

"Fires of Youth"

AND

"Midnight Madness"

Your Local Bluebird Exchange or

BLUEBIRD
Photoplays, Inc.
1600 Broadway, New York

New York, October 11, 1918.

TO THE MOTION PICTURE EXHIBITORS OF THE UNITED STATES AND CANADA:

To meet the crisis that has been precipitated upon the motion picture industry by reason of the closing of a large proportion of theatres in the United States and Canada, the producers and distributors in the industry have found it necessary to confer and to make careful provision for the future of the industry with regard to the necessities of all and particularly to the necessity of taking care of the interests of exhibitors everywhere.

A condition that almost overnight shuts off a large part of the revenue of all producers and distributors, thus endangering their very existence and directly affecting the investments of exhibitors everywhere, was found well worthy of the careful consideration of those who attended a representative meeting of the producers and distributors in order to plan definite and remedial action. The plan adopted is one that, in our opinion, will work no hardship to anyone, excepting possibly some producers and distributors, while it affords all exhibitors whose territory is not affected by closing orders an opportunity to continue their business as usual and with profit.

Beginning as of October 15 and for four weeks thereafter, ending November 9, 1918, the undersigned will release no new or reissued motion pictures heretofore scheduled for release after October 14, with the exception of news reels and serials.

This does not in any way cut off the supply of pictures already released prior to October 15, whether new or reissued, in the limited territories not affected by closing orders.

It is our confident expectation that one hundred per cent. of the exhibitors of the United States and Canada will approve the action taken and by their co-operation and support encourage all of us to continue our efforts in their behalf.

(Signed)

COMMITTEE REPRESENTING THE PRODUCERS AND DISTRIBUTORS.

GABRIEL L. HESS, Goldwyn.
RICORD GRADWELL, World.
P. L. WATERS, Triangle.

Suite 806, Times Building, New York.

AFFILIATED DISTRIBUTORS, INC.
EDGAR LEWIS PRODUCTIONS
FAMOUS PLAYERS-LASKY CORPORATION
FIRST NATIONAL EXHIBITORS' CIRCUIT
FOX FILM CORPORATION
GENERAL FILM COMPANY
GOLDWYN DISTRIBUTING CORPORATION
INTERNATIONAL FILM SERVICE, INC.
IVAN FILM PRODUCTIONS, INC.
KALEM COMPANY
METRO PICTURES CORPORATION
M. H. HOFFMAN EXCHANGES
MUTUAL FILM CORPORATION
PATHE EXCHANGES, INC.
SELECT PICTURES CORPORATION
TRIANGLE CORPORATION
UNIVERSAL FILM MFG. CO.
WM. A. BRADY PICTURE PLAYS CO., INC.
WILLIAM L. SHERRY SERVICE
WORLD FILM CORPORATION
W. W. HODKINSON CORPORATION

Stunning PRISCILLA DEAN

IN THREE SURE FIRE BOX OFFICE ATTRACTIONS

"A Wife with a Past"

"THE BRAZEN BEAUTY"

"The Two-Soul Woman"

MAGNETIC! DRAMATIC! BEAUTIFUL! DIFFERENT!

SEE YOUR NEAREST UNIVERSAL EXCHANGE

1600 Broadway, N. Y. UNIVERSAL FILM MFG. CO., Carl Laemmle, Pres.

MEMBER OF THE NATIONAL ASSOCIATION OF THE MOTION PICTURE INDUSTRY

THE MOVING PICTURE WEEKLY

A MAGAZINE FOR MOTION PICTURE EXHIBITORS

Published Weekly by the MOVING PICTURE WEEKLY PUB. CO.
1600 BROADWAY, NEW YORK CITY

PAUL GULICK, *Editor* JOE BRANDT, *Bus. Mgr.*
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Vol. 7. NOVEMBER 2, 1918. No. 11

Showmanship—A New Department

EVER since we stopped the series "Fronts That Pay," we have been besought by exhibitors from all quarters of the country to maintain a department of advice on the business of showmanship in the moving picture theatre. There are two major fallacies in regard to the exhibition of moving pictures, and both are based on the assumption that there is no such thing in the exhibitors' repertoire as showmanship. The first is that almost anybody can become an exhibitor. And those who think this do so because they have seen many exhibitors whom they regarded as lacking many of the qualities they themselves considered essential to success, carrying on at a great rate. But they had one quality not always apparent to these critics, and that was showmanship. Every successful exhibitor is a showman.

The other fallacy is that certain advantages like location, and programs of stars, made success inevitable. That given these advantages, no theatre could fail. This is a worse fallacy than the other. On the contrary, unless the exhibitor in that theatre is a showman, too, he is bound to fail.

There is still another fallacy about showmanship. And that is that showmen are born and not made. There are any number of exhibitors who have succeeded only after many failures, but each failure was a lesson: it taught him what not to do. It is very little credit to a man to be able to say, "I have never failed in anything I have undertaken." An open mind is the broadest foundation for wisdom.

In that state of open-mindedness the Moving Picture Weekly has chosen a man to conduct a department of Showmanship in the Weekly. That man is Maurice Kashin. He signs himself M. Kashin, and there are thousands of people who believe that the M. stands for Money. It has stood for that in a good many cities where M. Kashin has conducted moving picture theatres.

On another page of this issue will be found an appreciation of Mr. Kashin and his work by William Johnston, proprietor and editor of the Motion Picture News. We will allow that to introduce him to our readers. We hope the department will appear every week, but Mr. Kashin has his hands pretty full with the Broadway Theatre in New York and we are not making any rash promises. We would like, however, to invite any exhibitor who cares to, to write Mr. Kashin about his own theatre, and send him examples of his own lobby displays, advertisements and stunts. He will answer them through the columns of this paper. Emphasis will be placed first on the handling of the lobby, but there are countless other things which go toward making a profitable theatre.

CHEER UP.

THINGS never are so bad that they couldn't be worse. New York theatres did not close, and the old Flu is losing its grip here. That's not a joke—it's too serious a situation to joke about. But we want to hand it to Commissioner Copeland. He was not stampeded into a shutdown which would have had a very depressing effect all around. Whatever else has been taken out of our Health Department, the man at the head of it has nerve and common sense.

Furthermore, other localities are opening up, and the general situation is taking on a much brighter look. In a week or two things should be approaching normal.

SOME SHOWING.

WHEN Sam Zierler of the Mecca Exchange in charge of Special Attractions, starts out to make a killing he makes it as near 100 per cent. as possible. He saw an opportunity on the Dorothy Phillips Special Attraction, "The Talk of the Town," and went to it. The result has been more than 175 bookings already and they have just begun. Without any argument about it he asked and received Jewel prices, and has yet to discover a disappointed exhibitor. Out of the first ten days of booking the salesmen turned in 85 first-run accounts with a total of 185 days. Just to mention a few of them: All the B. S. Moss houses, the entire Consolidated Circuit, Keith's Prospect and the Greenpoint, Brooklyn, the Brevoort, "the Rialto" of Brooklyn, Fox's Folly, Liberty of Elizabeth, and American of Newark, the Strand of Newark for a week, the Grand Opera House, the Olympic, Brooklyn, Loew's Brooklyn, the Hamilton, Yonkers, the Garden, Paterson for a week, the Dykman theatre, the Majestic on Second Avenue for a week, the Harlem Grand, 125th St., the Claremont, 135th St., the Amphion Theatre, Brooklyn, the Palace, Port Richmond, the Halsey, Brooklyn, Fox's Crotona, Bronx, the Symphony and Picker's Circuit, the Burland, Elsemere, Victory and Spooner Theatres.

OUT OF THE WEST—AND BACK.

"BUT East is East, and West is West, and never the 'twain shall meet," sang the immortal band of India. Bill Holtzclaw, owner and manager of the Circle Theatre, Portland, Ore., may or may not have subscribed to the truth of this philosophy, but he felt its truth for a fact when he came East for the first time in years to visit his old mother. In New York he went to see a few of the men whom he knew and had entertained in the great West as only the great West can entertain.

In Portland, Holtzclaw is big potatoes, first run and all that. In New York he found people courteous, but as busy chasing dollars as the boys "Over There" chasing the boche.

"Well, well," said Holtzclaw after several of these howdoyoudo—good-by visits, "I'll bet I've got one friend in this town, and I'm going to prove it or take the next train home."

So he laid his course for 1600 Broadway, inquired for Gus Metzger's office and walked right in and hung up his hat. Gus was no disappointment. The new New York Jewel manager was just homefolks to Holtzclaw and he took the Portland wanderer right under his wing and showed him all that is possible to see of the Universal plant at 1600 Broadway and then some.

Admittedly the Greatest Western Star *in the* Biggest Western Box Office Pullers

DO you want to make money? Show Harry Carey! Do you want plays that are real—clean—dramatic—full of chuckles—packed with punch? Show Harry Carey! Do you want the finest Westerns ever screened? Show Harry Carey.

"The most human actor on the screen" some one has called this greatest of all Western character portrayers. Others have simply said: "Harry Carey makes more money for me than any other man I can show."

Read the great list of proven winners across the page. Harry Carey has appeared in many others and all of them are good, but this list is a selected list. Every one is a certified, registered, proven box office success. You can show all six of these great pictures and be absolutely sure of packing your house and absolutely sure of pleasing your audience with every performance.

See them—book them at your nearest Universal Exchange today or communicate with the UNIVERSAL FILM MFG. CO., Largest Film Manufacturers in the Universe, Carl Laemmle, President, 1600 Broadway, New York.

HARRY CAREY

Read this
Great List of
Proven Winners

"Phantom Riders"
"Straight Shooting"
"Bucking Broadway"
"Wild Women"
"Hell Bent"
"Three Mounted Men"

The Idol of Millions

Dorothy Phillips

In a Series of Her Greatest Plays

That You Can Book or Re-book and Play Capacity for a Run

"HELL MORGAN'S GIRL"—the play in which this superbly dramatic actress made her national reputation.

"BROADWAY LOVE"—a sensationally intense picture of the temptations of the Great White Way.

"THE RISKY ROAD"—a picture that gives Dorothy Phillips full scope for the display of dramatic powers not equalled by any other star in screen melodrama.

"THE MORTGAGED WIFE"—a title that pulls like forty horses and a play that grips like a steel trap.

"THE TALK OF THE TOWN"—a Universal Special Attraction which is the last word in dramatics, settings and photography.

Book thru your nearest Universal Exchange, or communicate with the UNIVERSAL FILM MFG. CO., "Largest Film Mfg. Co. in the Universe," CARL LAEMMLE, President, 1600 BROADWAY, NEW YORK.

Your Lobby---What About It?

Reproduction of an apprec ation by William A. Johnston, Editor of the "Motion Picture News" (Written in 1916)

Lobby of the Broadway Theatre Kashinized for the run of "For Husbands Only."

LAST Spring an advertising man took hold of a theatre in Montreal with the determination to make it pay in the face of very adverse conditions.

Montreal, as every one knows, has been racked by the war situation. General business conditions have been very bad. Not a single theatre in the city has made money this summer—except the one we will speak of.

* * *

IN addition to war conditions and facing also the slackness of the summer season, this theatre had another problem. Its clientele is composed about equally of three distinct peoples, French, Jewish and English, each with widely different picture tastes.

But our advertising friend bent cheerfully to his task. He had some broad and clear ideas about picture theatre advertising.

* * *

HE decided, in the first place, that most of his prospective patrons walked by the theatre at least several times a week. His people therefore were his passers-by. A fair proportion attracted in would pack every performance.

So he came to the very simple deduction that the theatre lobby was his prime advertising medium. He would use newspaper space also, but judiciously. His energy and brains he would devote to that lobby.

HE would make it work for all it was worth, day and night. He would make it live and talk, and say something new seven days in the week. He would make it a showplace that would get constantly the genuine interest of one hundred per cent. of his passers-by.

And he did.

And since April 23d, for twelve hours every day there has been scarcely one vacant chair in this remarkable theatre, at prices of ten and fifteen cents.

Four feature services are used, a serial and other short specialties, the program not exceeding seven reels. And this advertising man doesn't book the pictures. He advertises another man's selections.

* * *

THIS advertising man's name is M. Kashin; and we take off our hat to him.

He says that his lobby advertising policy is applicable to most any theatre anywhere and apparently it is. And he furthermore states that successfully applied, it will make successes of the great majority of the several thousand losing theatres in this country.

A large claim indeed; but we subscribe to it and we invite correspondence from any exhibitor who is interested.

Mr. Kashin's accounts of his lobby displays will continue to appear each week in *Motion Picture News.*

THIS is anything but a new idea—this use of the lobby for advertising purposes. Of course, that's what the lobby is for. But how many exhibitaors are making it pack their houses?

You may buy a whole page in a newspaper. But its value to you is what you put in it. The lobby also is an expense, a fixed charge.

If it is not being used for what it's worth, it is a loss that cannot well be carried. It is like an unused or misused newspaper page.

* * *

THE aggregate theatre lobby loss, in an advertising way, throughout the country, probably runs well into the millions. Mr. Kashin, who made a survey along these lines in New York City, says that the waste here alone is enormous.

What Mr. Kashin is really doing is this: He is applying to picture theatres the store window dressing which successful retail merchants have brought to such a scientific point and which they could not do without.

In the same respect probably eighty per cent. of the country's theatres are comparatively in the dark ages. And yet a lobby can make or break a theatre as a store front can make or break a store.

* * *

MR. KASHIN'S displays are not expensive. Indeed, as he carefully explains, he keeps them all under fifteen dollars. Yet they are big, colorful, lively, pleasing—and they say something.

For his material he uses everything available. He makes his own cutouts by mounting his posters. He uses cardboard for his super structures.

He gets motion from his own electric fixtures. He borrows right and left from nearby merchants, giving them advertising for their own wares.

And he oversees every detail. He uses not money—but brains and energy.

* * *

THIS utilization of the lobby is a mighty important factor in the exhibiting business to-day. We had best look at it for what it really is.

The field is wide open to-day for scientific lobby dressing and the exhibitor who fails to make his lobby work for him may wake some day to find competition ready to down him in the shape of a big theatre chain based upon this important principle. Such theatres will get the business.

* * *

THE problem is up to the manufacturer, too. Manufacturers of other kinds of nationally distributed goods are racking their brains to-day to devise novel and attractive store helps, attention-getting devices that will draw customers to their goods. And they have long been at it.

The picture maker has a wide-open opportunity to supply the exhibitor with just such theatre helps.

* * *

A FEW years ago people went into picture theatres just because there were motion pictures inside. To-day they stop and appraise the wares. They are shoppers. They want to know the quality of the goods before they buy.

And the lobby that tells them in the liveliest, most attractive fashion, the lobby that puts up the best selling talk is going to get the customers.

WM. A. JOHNSTON.

Mr. Kashin, Manager of the Broadway Theatre, New York, and Expert on Showmanship.

Both sides of the interior of the Broadway lobby dressed for the showing of "For Husbands Only."

Prepared to Sweep the Nation like Wildfire

Soul Stirring, intensely Exciting, as inspiring as Old Glory, as human as a lump in your throat, a picture that will yank you out of your seat with its revelation of a great National Peril.

JEWEL PRODUCTIONS, INC.

From Henry Irving Dodge's Great Saturday Evening Post story and Harper & Bros. book.

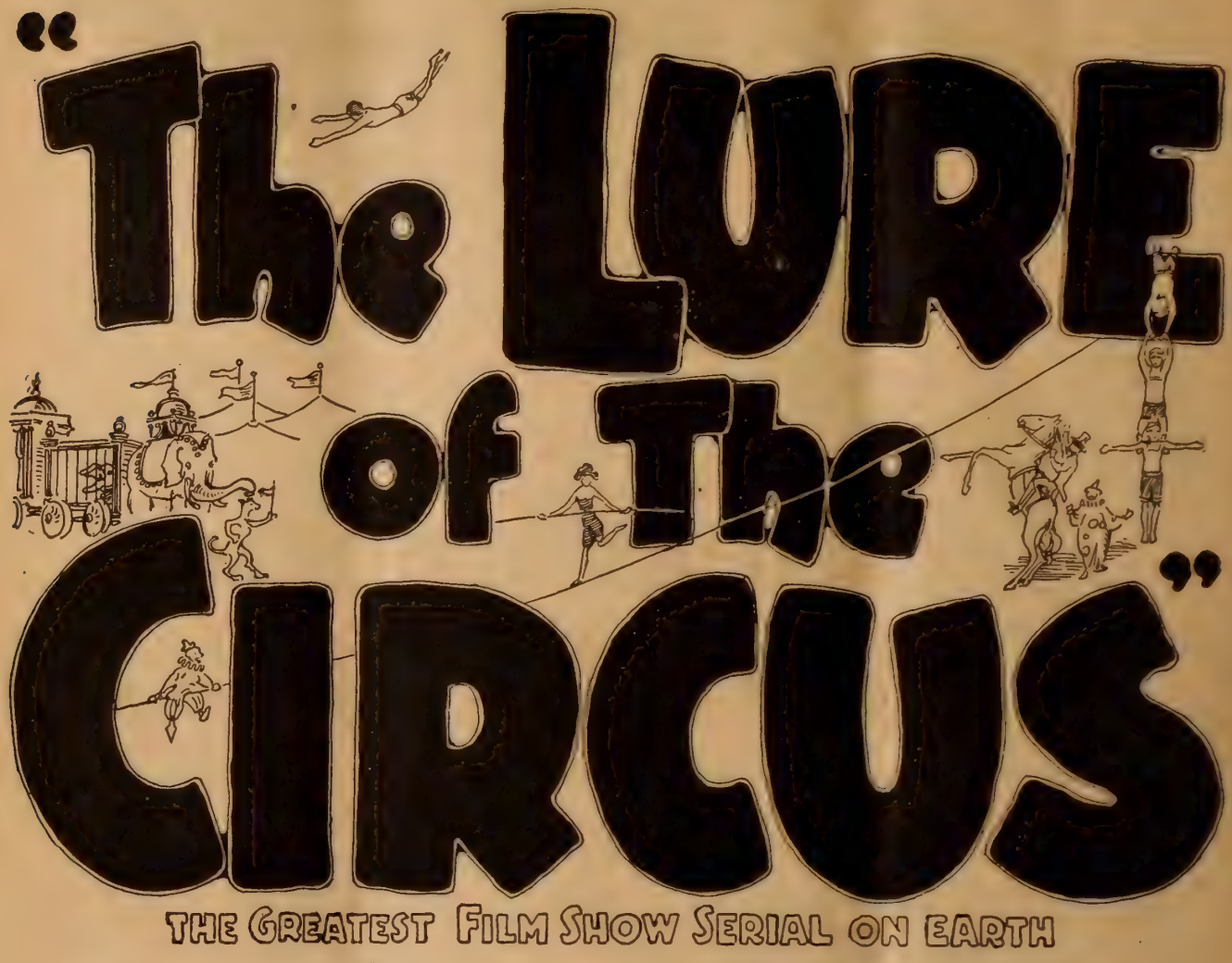
Help America get rid of the Beast

The Production that has had MORE Advance Publicity than any moving picture in the history of the Industry.

The hundreds of Anti-Yellow Dog Clubs that have been organized in cities, towns, villages and hamlets all over America, will give this great patriotic production the most amazing impetus ever given a picture.

The huge advertising campaign book will be ready shortly. Your nearest Jewel Exchange will send you a copy. Get a copy NOW and arrange your bookings so you can show this Production for a long run.

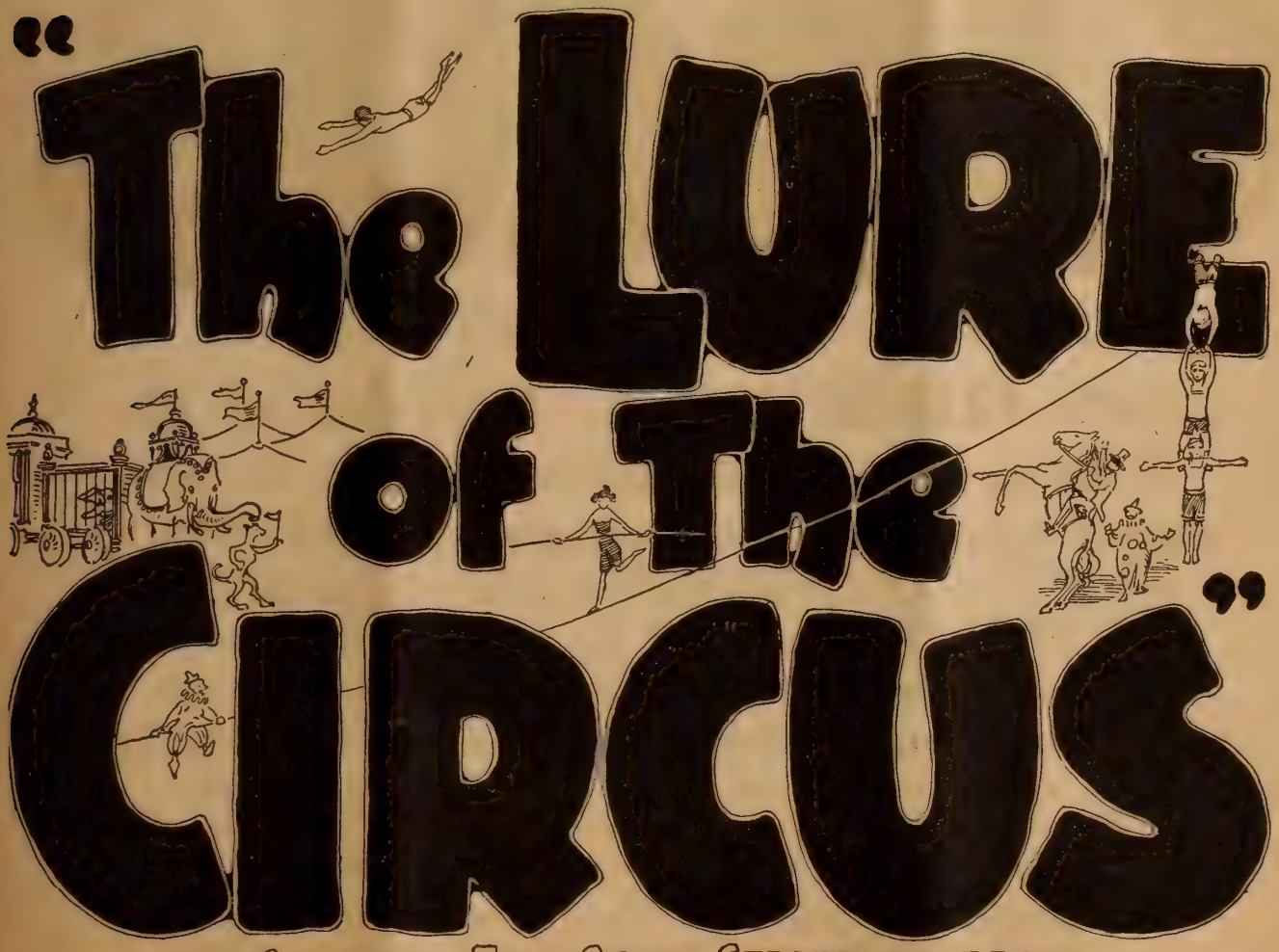
1600 Broadway, NEW YORK

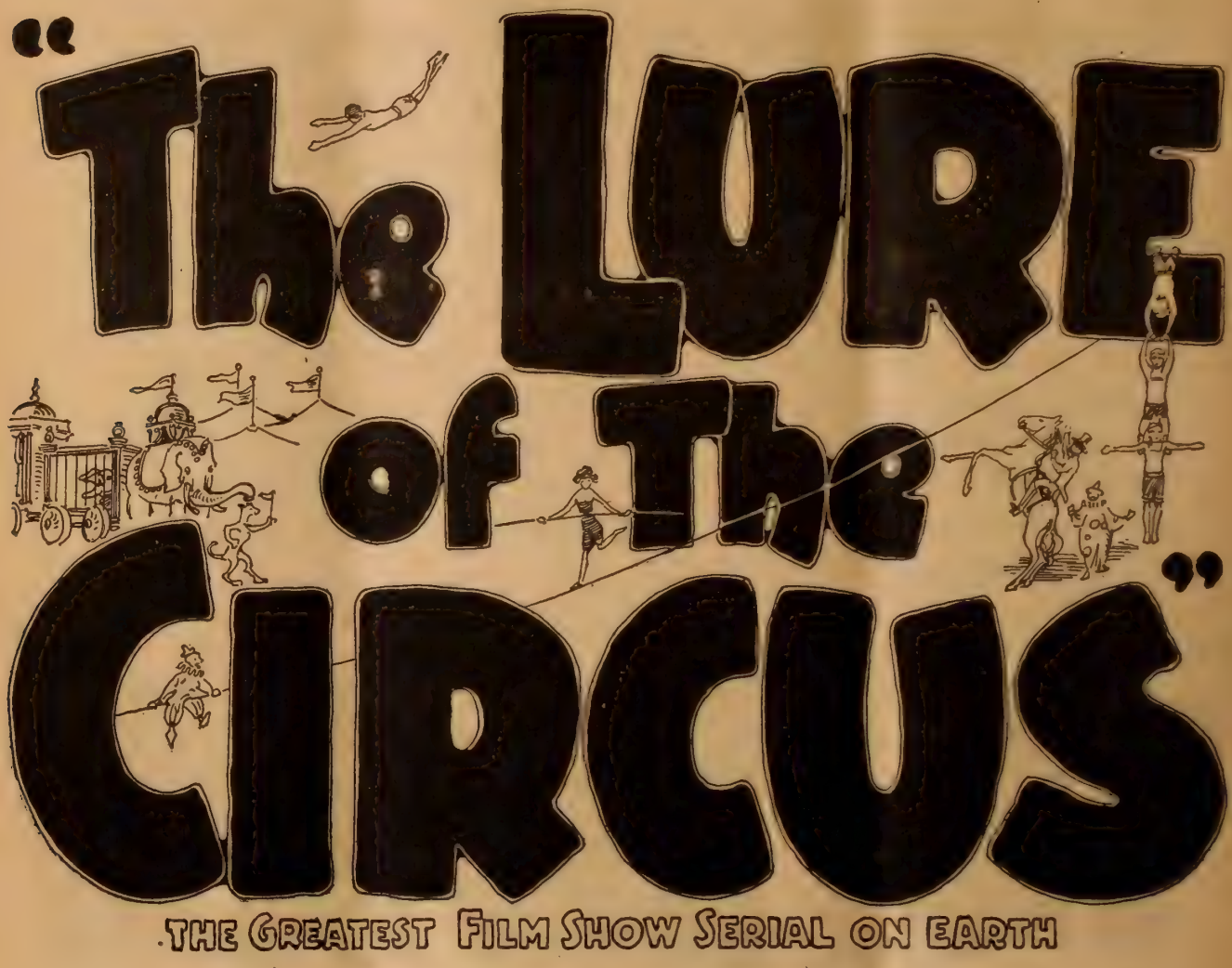


"THE LURE OF THE CIRCUS" is the Universal's answer to Exhibitors in every State in the Union for a serial that is brand new--with a brand new idea-brand new thrills,--the kind that make all former thrills sink into insignificance --with brand new action--brand new continuity -- brand new situations -- brand new stunts and brand new advertising and publicity ideas with which to put this serial across with a tremendous wallop.

During the first episodes shown in the private projection rooms of the Universal at 1600 Broadway, the Committee that sat in to review the opening smashes, saw an opening that took their breath away--saw action that they have never seen before--saw stunts and thrills that made the chills run up and down their spines.

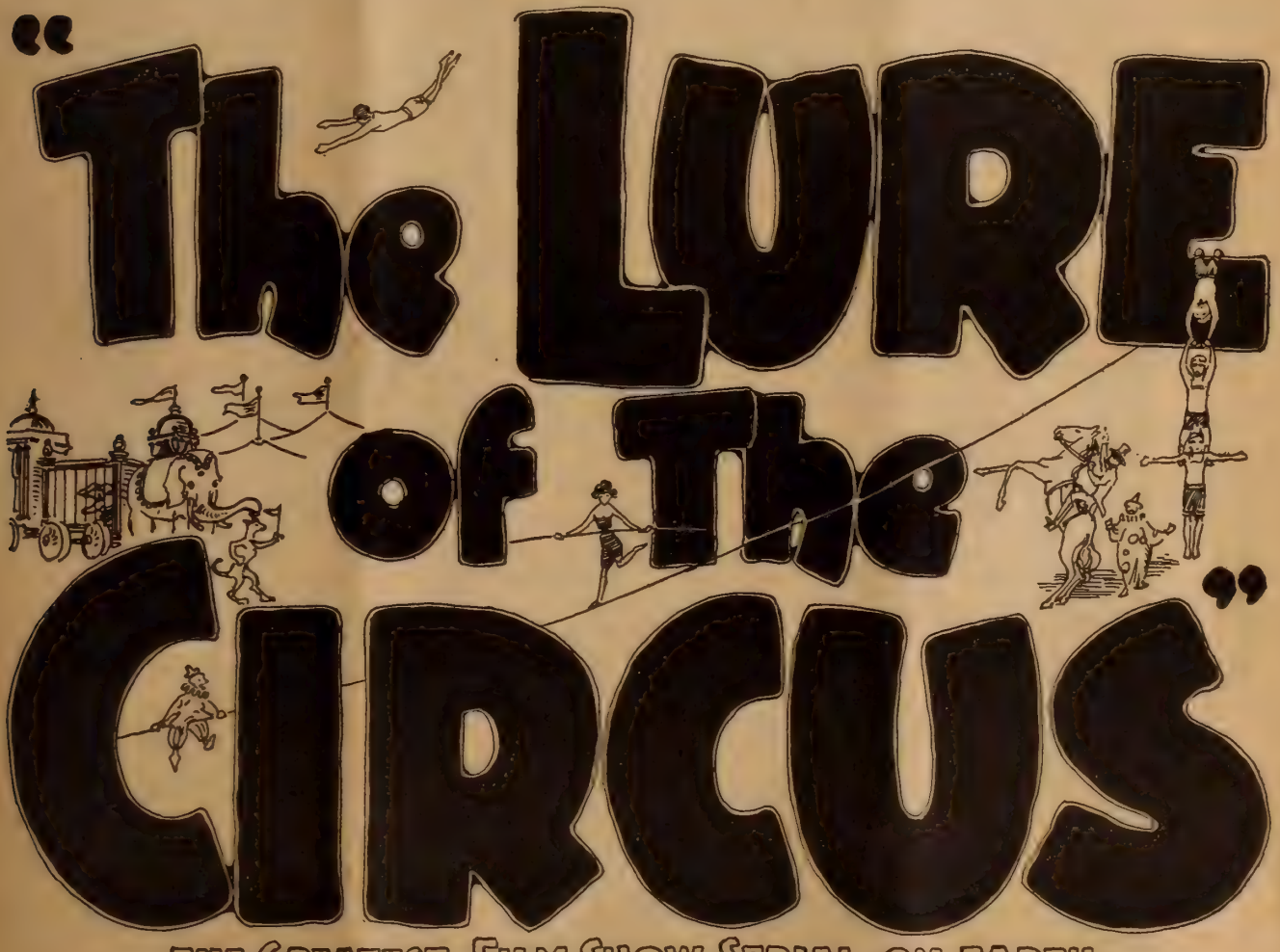
Being directed by J. P. McGowan, who directed Helen Holmes in the big railroad dramas and the big railroad serials, "THE LURE OF THE CIRCUS" promises the biggest effects and thrills yet seen on the screen in ANY serial yet filmed, enabling you to bank on a clean up with—





--stars EDDIE POLO, Hercules of the Films, whose sensational stunts and fearless exploits in such serials as "THE GREY GHOST"--"THE BROKEN COIN"--"LIBERTY" "THE BULL'S EYE"--and in other U dramas has made him the most famous stunt man in serial picture before the public today and that means, the entire world over, not in the U. S. alone, but EVERYWHERE where moving picture serials are shown. Supporting Eddie Polo are such Box Office powers as beautiful Eileen Sedgwick—Mollie Malone— and a variety of genuine circus acts direct from some of the biggest circuses on earth.

Our tip to you in this ad is, arrange your dates for the booking of this serial and DO IT NOW. Just as sure as you're knee high to a grasshopper, you'll regret it all the days of your moving picture experience if you let this great big feast of serial entertainment get by you and your public, You'll never forgive yourself if you let your competitor book it. Your nearest Universal Exchange will send you a copy of the Special Ad campaign book that tells you how to clean up for 18 weeks, how to give your audience the biggest film serial feast ever screened. DON'T DELAY. DON'T PUT IT OFF. DON'T WAIT—Book this serial NOW. It's the biggest money-maker of years. It's the winner of seasens. It's—



Mildred Harris ---

Direction of LOIS WEBER

Acknowledged by Hundreds of Big Exhibitors to be a Star of Sensational Box Office Powers

MILDRED HARRIS and Lois Weber is a combination that can't be equalled, much less beaten. Producers can hire Grand Opera stars at a million a minute—with you to foot the bill—but the people will turn them down every time for a Lois Weber picture, featuring Mildred Harris, because they like her better. They like her lovable personality and her beautiful face and the heart-searching appeal of her acting. The proof of this is the triumphant success of every Lois Weber picture in which Mildred Harris has ever played. Play them yourself. You can't go wrong. No Producer—no Actress—no Play on the market today will net so much money or so many new friends

---

"THE PRICE OF A GOOD TIME"
"THE DOCTOR AND THE WOMAN"
"FOR HUSBANDS ONLY"

JEWEL Productions Inc.
1600 Broadway New York City

SCENES FROM CURRENT EVENTS No. 76.

Griffith Sells Liberty Bonds.

The Real Stuff In the Trenches.

McAdoo Signs Up the President.

Volunteer Nurses In the Epidemic.

Final Day Rush to the Loan.

Hun Monster Captured by Yanks.

"Here you big stiff— do yourself a favor"

(ONE OF THE PATHETIC SCENES *from*)

"The GEEZER OF BERLIN"

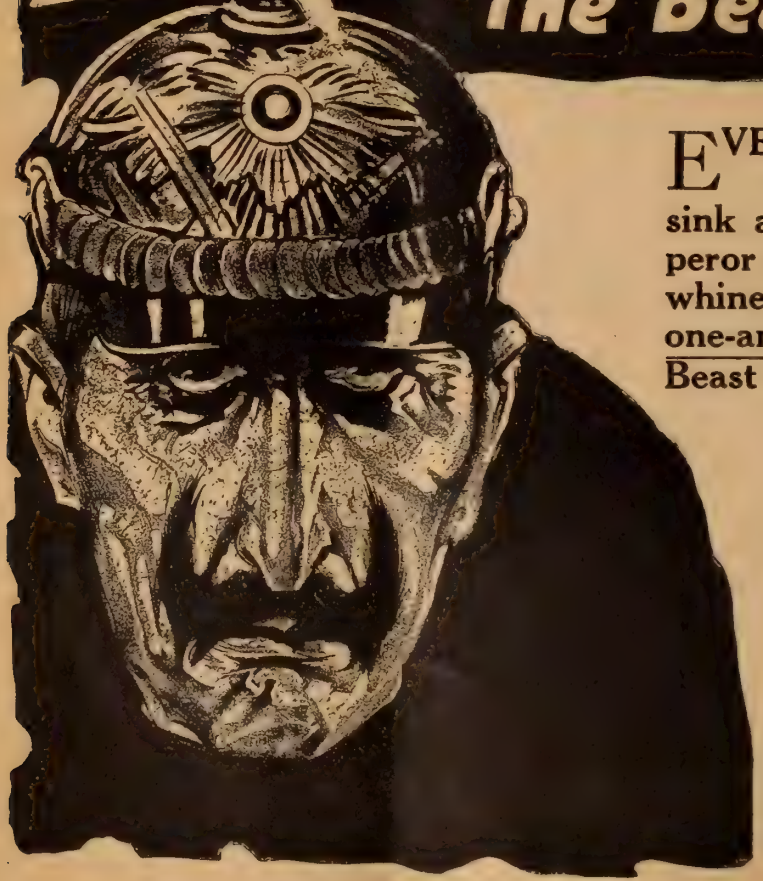
A TRAVESTY on **"THE KAISER**—The Beast of Berlin"

JEWEL Productions Inc.
1600 Broadway · New York City

Bigger Today Than Ever Before

"THE KAISER"

"The Beast of Berlin"



EVERY time our boys in France win a mile of ground—every time we sink a "U" boat—every time the Emperor of the Huns opens his mouth to whine—the money value to you of the one-and-only original "KAISER, the Beast of Berlin" jumps up an other notch.

IT jammed 'em in at the start—it's cramming 'em in today—the biggest money-maker ever given the Picture Industry—the one great production that never fails, even on the fourth and fifth repeat. Grab it! Then show it again—and again—and again! It's bigger today than ever before!

JEWEL Productions INC
1600 Broadway New York City

Carmel Myers

—Just as sure to pack your house as to fill your people's hearts.

CARMEL MYERS is a natural actress. Carmel Myers didn't have to be taught how to appeal—Carmel Myers knew. That's why she was a Star from the first moment of her appearance on the Screen—that's why her popularity is constantly mounting—that's why it will pay you and pay you well to show her in every one of her great Bluebird successes. See them and book them today sure at your local Bluebird Exchange.

"THE CITY OF TEARS"
"A BROADWAY SCANDAL"
"THE GIRL IN THE DARK"
"MY UNMARRIED WIFE"
"THE WINE GIRL"
"THE BORROWED DUCHESS"

See them---Book them all
You can't do any better

BLUEBIRD PHOTOPLAYS, Inc.
1600 Broadway, New York

Winsome
Tricksome
Minxsome

Edith Roberts

HAPPY play! Happy Star! Happy audience! That's charming, merry, brilliant Edith Roberts, the new Bluebird Star—and that means happy you, because people will pay more money today than ever before in the history of pictures for entertainment that lifts them out of their troubles. Show every Bluebird you possibly can—show Edith Roberts without fail. You'll never find anything more delightful than the three happy plays listed here. See all three today at your local Bluebird Exchange.

"BEANS"
"*The* Love Swindle"
"The Deciding Kiss"

BLUEBIRD Photoplays, Inc.
1600 B'way, N.Y.

Every One a Hit for Happiness

The MOVING PICTURE WEEKLY
Vol. 7 November 9, 1918 No. 12

JEWEL MASTER PRODUCTION

The Yellow Dog

Help America Get Rid of the Beast

From Henry Irving Dodge's Tremendous Story of America in War Time..

Published in the Saturday Evening Post and Harper and Brothers Book. *Directed by* COLIN CAMPBELL.

The Most Irresistible Appeal of Any Screen Actor Today

MONROE SALISBURY

"THE SAVAGE" "HUNGRY EYES"
"THE RED, RED HEART"
"THAT DEVIL BATEESE"
"HUGON, THE MIGHTY"

If you haven't played all of these winners—
now is your opportunity

BLUEBIRD PHOTOPLAYS, Inc.
1600 Broadway, New York.

WHEN you want a picture that's absolutely different in Star, Story, Settings and Situations, and yet has Success written all across its back, show Mae Murray. Show her in her two latest magnificent Universal Special Attractions, and you'll have her at the peak of her popularity in two plays as unique as you'll find in a year's search.

"HER BODY IN BOND"
"THE BRIDE'S AWAKENING"

They're simply inimitable. Book them thru your nearest U. Exchange

UNIVERSAL CARL LAEMMLE, Pres., 1600 B'way, N. Y. FILM MANUFACTURING COMPANY,

Mary MacLaren

The AMERICAN BEAUTY OF THE SCREEN

IN THE

Superbly Dramatic Universal Special Attractions

"BREAD"

and

"*The* MODEL'S CONFESSION"

See them both today at your nearest Universal Exchange

UNIVERSAL FILM MFG. CO., Carl Laemmle, *President*, 1600 B'way, N.Y.

The Athletic Moving Picture Idol and Box office Star

HERE'S a whirlwind Star in a whirlwind Play—one of the Screen's greatest athletes and matinee idols in a splendid love story that grips from the jump-off and never lets go till the breath-stopping end. Book this picture without fail and you'll know what the name "UNIVERSAL SPECIAL ATTRACTION" means.

" SMASHING THROUGH "

Your nearest Universal Exchange today

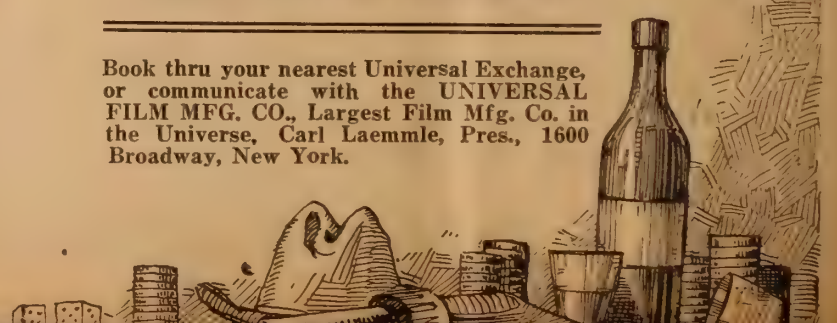
UNIVERSAL FILM MANUFACTURING COMPANY,
CARL LAEMMLE, Pres., 1600 B'way, N. Y.

"We would Go the Limit To Secure Him"

SAYS the STRAND of Portland, Oregon; "Would it be possible to arrange a personal appearance of Harry Carey? We would go the limit in order to secure him. He has become a great favorite with our patrons—they look forward to his appearance more than any other star we play." Why not? Harry Carey is not only the greatest of all Western character portrayers, but also one of the finest actors on the screen today. Book any one of the six listed here and you'll show the other five as fast as you can get them.

"WILD WOMEN"
"BUCKING BROADWAY"
"PHANTOM RIDERS"
"STRAIGHT SHOOTING"
"HELL BENT"
"THREE MOUNTED MEN"

Book thru your nearest Universal Exchange, or communicate with the UNIVERSAL FILM MFG. CO., Largest Film Mfg. Co. in the Universe, Carl Laemmle, Pres., 1600 Broadway, New York.



MEMBER OF THE NATIONAL ASSOCIATION OF THE MOTION PICTURE INDUSTRY

THE MOVING PICTURE WEEKLY

A MAGAZINE FOR MOTION PICTURE EXHIBITORS

Published Weekly by the MOVING PICTURE WEEKLY PUB. CO.
1600 BROADWAY, NEW YORK CITY

PAUL GULICK, *Editor* JOE BRANDT, *Bus. Mgr.*
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Vol. 7 NOVEMBER 9, 1918. No. 12

SCHOOLS TAKE UP "THE YELLOW DOG."

Superintendents Believe They Can Thereby Extend the Film's Influence.

PUBLIC school superintendents in various cities are showing a practical interest in the latest Jewel Production, "The Yellow Dog." Inquiries received from these officials reveal that the film is regarded as a medium especially available for putting the patriotic message of warning and instruction against disloyal talk, before the eyes of children.

Arrangements are being made in many cases to hold special showings in the school auditorium. Darrell Joyce, superintendent of schools of Hamilton, Ohio, has written to the Anti-Yellow Dog headquarters in New York, proposing to have the picture shown for two or three days in the Hamilton school auditorium.

Meantime members of the local Anti-Yellow Dog clubs are making a strong campaign to have the film booked in their towns. They regard "The Yellow Dog" as the official screen expression of their patriotic mission.

Mr. Joyce, of the Hamilton schools, has the following to say on that score: "We believe that through the influence of the Public Schools we can show this picture to a greater number of persons in two days than any theatre could reach in a week."

L. R. Finley, of the St. Paul Department of Education, is taking an active part in directing the operations of the Boy Detectives of that city. He has organized the Anti-Yellow Dog club along the lines of an army. The officers of the club are all invested with military titles, and the rules and regulations are all modeled strictly after the fashion of the army. The head of the club has the title of general. A major general is next in authority. Then come the colonel, lieutenant colonels, majors, captains, lieutenants, sergeants and corporals.

The city is divided into districts, with an Anti-Yellow Dog regiment in each district. These are entitled Red, Blue, White and Gray regiments.

Following are some of the laws of the regiments, in brief:

"Each member shall make it his duty to see that German propaganda is suppressed. Members are urged to use discretion in their work to avoid public embarrassment of persons innocent of offense.

"The duty of members is to make sure that other persons are not spreading false reports, so members must be especially careful themselves not to make false accusations or to be hasty in word or action.

"The summons is to be used sparingly. Be sure that the person you give it to is fully deserving of it.

"The Anti-Yellow Dog clubs can do much more than just Anti-Yellow Dog work. They can and are urged to engage in patriotic and historical debates, essay contests and in any campaign tending to make them better Americans. Should the Liberty Loan, War Stamps or Red Cross Committees need assistance from Anti-Yellow Dog clubs it would add to the prestige of the organization should various companies or platoons lend their aid.

"Anti-Yellow Dog club members are urged to follow closely the activities of the American Armies and Navy in the war, and to announce the events during open discussion at the schools, so that other children may know of our successes or reverses. Anti-Yellow Dog club members are urged further to pay especial respect to widows and children of men in war service, and they are urged to be ever ready to lend assistance to those who are in any way assisting the government in the successful prosecution of the war."

The headquarters of the St. Paul clubs are maintained in the offices of the Department of Education in the Court House. Mr. Finley serves as colonel.

FIRST GOLD STAR.

THE first gold star to be inserted in Universal's service flag will be placed there in honor of Lawrence Peyton, who played a leading role with Marie Walcamp in the big serial success, "The Red Ace." Peyton entered service shortly after the outbreak of war and had been made a sergeant when he was killed in action.

He was a favorite at Universal City and news of his death cast a pall over the player folk at the big studio.

FOUR WEEKS VACATION AND HOW THEY SPEND IT.

THIS is how Universal and Bluebird stars are spending their four weeks' influenza vacation:

Harry Carey is giving personal attention to fattening up his turkeys for the Thanksgiving market.

Edith Roberts is angling for tuna at Catalina.

William Stowell is gunning for ducks.

Priscilla Dean will spend much time being measured for new gowns. After her "safe cracker" picture she wants to dress up.

Carmel Myers is motoring around the country.

Mary MacLaren has the "farmerette" mania and now a chance to exercise it.

Rupert Julian is teaching his dog "Thor" some new tricks.

Dorothy Phillips is simply going in for "rest—rest—rest."

Mae Murray is coming to New York for a visit. Will be here any day.

Eddie Polo is answering all his fan letters. Many of them are in foreign languages.

Ruth Clifford is going to catch up on her music.

Juanita Hansen is staying home to get well from the "flu."

Fritzi Brunette is collaborating with her husband, Bob Daley, on some new poems.

Monroe Salisbury has retired to country life and is caring for his alligator pear trees on his Hemet ranch.

Eddie Lyons and Lee Moran are busy writing new comedies.

THIS issue of the Moving Picture Weekly contains the second article on "Lobby Display."

It gives Wid's estimate of Mr. M. Kashin in this particular the foremost exponent of showmanship. Read it carefully; it contains the entire system by which Mr. Kashin has turned his theatre lobby into his greatest advertising. This article is illustrated by sketches of the Broadway Theatre dressed for the showing of "Crashing Through to Berlin" a particularly hard subject to represent in the lobby except by the method which Mr. Kashin adapted. The display is of the "men crashing through to Berlin" and the "men who are directing it."

DOROTHY PHILLIPS

Premier Box-Office Star

¶ People crowd theatres to see Dorothy Phillips because she gives them the big, smashing dramatic shocks that pictures demands, while still remaining wholesome and womanly.

¶ This means, simply, that Dorothy Phillips draws audiences of all ages and both sexes and the very biggest audiences of any dramatic actress whom you can book today.

¶ Show Dorothy Phillips in every one of this list of huge, proven triumphs. You'll profit not only on your Dorothy Phillips Productions, but on all your pictures.

"BROADWAY LOVE"
"HELL MORGAN'S GIRL"
"THE RISKY ROAD"
"THE MORTGAGED WIFE"
"THE TALK OF THE TOWN"

Book thru your nearest Universal Exchange, or

UNIVERSAL FILM MANUFACTURING COMPANY
CARL LAEMMLE, Pres., 1600 B'way, N. Y.

Does Joseph J. Walsh Know a Serial Winner when he sees one ?.....

READ THIS AND SEE

September 18, 1918.
Universal Film Mfg. Co.,
1600 Broadway, N. Y.

Gentlemen—"THE BRASS BULLET" is shooting straight to the highest mark of attendance and my receipts take a jump on "BRASS BULLET" day. Serials like this help theatres immensely. It has improved my business and others can get the same big results if they handle it as any good serial should be handled. With best wishes for the continuance of such clever serial attractions at the conclusion of "THE BRASS BULLET," I am Very truly yours,

JOS. J. WALSH,
Chippewa Theatre, St. Louis, Mo.

"THE BRASS BULLET"

WITH BEWITCHING *JUANITA HANSEN*

—is pulling people in to theatres in every State in the Union and millions are getting supreme de luxe serial entertainment. If you haven't shown "THE BRASS BULLET" as yet, you've a surprise coming. Book and boost it to the limit. It will coin money for you for 18 straight weeks. Get a copy of the big ad book that shows you how to get the big money with this winning serial.

Book thru your nearest Universal Exchange, or communicate with the UNIVERSAL FILM MANUFACTURING COMPANY, Largest Film Manufacturing Company in the Universe, Carl Laemmle, President, 1600 Broadway, New York.

A Letter from a Great Big Circuit Manager

HARRY M. LUBLINER

BIOGRAPH THEATRE
2433 LINCOLN AVENUE

COVENT GARDEN THEATRE
2653 N. CLARK STREET

KNICKERBOCKER THEATRE
6219 BROADWAY

MICHIGAN THEATRE
55TH AND MICHIGAN BLVD.

PANTHEON THEATRE
4624-42 SHERIDAN ROAD

TELEPHONES HARRISON { 9370 9371 9372

Lubliner & Trinz

801 Kimball Building
25 East Jackson Boulevard

JOSEPH TRINZ

OAK PARK THEATRE
OAK PARK, ILL.

PARAMOUNT THEATRE
2648 MILWAUKEE AVENUE

VITAGRAPH THEATRE
3133 LINCOLN AVENUE

WEST END THEATRE
121 NORTH CICERO AVENUE

PERSHING THEATRE
4614-32 LINCOLN AVENUE

CHICAGO,
September 27, 1918.

Universal Film Exchanges, Inc.,
Chicago, Ill.

Gentlemen:-

For some time we have used the Universal Weeklies, and they are, without a doubt, the best on the market today.

Your Star Comedies, featuring Eddie Lyons & Lee Moran, have taken an enviable place on our program, and we find it to be to our advantage to book your Special Productions as well as some of your Bluebirds, as they are sure-fire money getters.

Trusting you will keep up the good work, as we are with you as long as you give us such good stuff, we beg to remain

Yours very truly,

Lubliner & Trinz

The Serial That Will Sweep

"The LURE of the

SO sure and so absolutely convinced are the Officials of the Universal over the tremendous pulling power and box office value of "THE LURE OF THE CIRCUS" to Exhibitors that we do not hesitate to say that we believe it will surpass ANY serial ever produced for results.

With the drawing power of EDDIE POLO, Hercules of the films, backed by the beauty of Molly Malone, who appears in the first episodes, and beautiful Eileen Sedgwick in the remainder, and a great big picked circus cast, you have tremendous advertising possibilities.

ADVERTISED as "THE GREATEST SERIAL FILM SHOW ON EARTH" it carries conviction and makes good with a vengeance. It IS the greatest serial circus film show ever screened, as your own eyes will prove to you when you gasp at the huge stunts pulled in the first episodes.

Scores of new ideas—new thrills such as you've never seen before, daring beyond belief, with a sensational punch at the end of every episode to carry your patrons eager and anxious to the next episode will make this a smashing success.

So written and so produced as to tie your patrons up for 18 straight solid weeks, giving them the super of all serial photoplay entertainment.

the Country Like Wildfire

CIRCUS"

THE posters are alluring, with the big circus wallop in every inch of the paper. The kind that pulls with

Genuine Scenes Taken under the Big White Tops of the Greatest Circus on Earth

UR straight tip to you NOW is either book immediately or make your reservation instantly, so that you will insure self of getting this promised winner of eason of 1918-1919. And be sure to get a of the big ad campaign book with every- ; prepared and ready for you for an 18 : clean up.

Book thru your nearest Universal Exchange, or communicate with the UNIVERSAL FILM MFG. CO., Largest Film Mfg. Co. in the Universe, Carl Laemmle, President, 1600 Broadway, New York.

MAKE YOUR LOBBY WORK FOR YOU!

A Little Talk with M. Kashin who has Demonstrated His Ability to "Cash In" With His "Show Window."

Republished from "Wid's" Daily of July 7, 1918.

A clever and striking display made for the Broadway Theatre by Mr. Kashin for "Crashing Through To Berlin."

DURING a recent conversation with Mr. M. Kashin, who just lately assumed the direction of the Broadway Theatre in New York, the writer absorbed considerable logic concerning the successful management of a modern motion picture theatre, but the one Kashin axiom sunk in deep was this: "No theatre manager can be a real success who does not consider the exhibition of motion pictures as a profession." And the fact that Kashin started out ten years ago with that theory as a foundation is no doubt one of the reasons why he is rapidly gaining recognition as one of the real constructive forces in the exhibition end of the industry today.

Kashin became interested in motion pictures in the old one-reel, grind-'em-out and get-the-money days. When the other managers were content to use one sheets in their lobbies because there were no "threes" and "sixes," Kashin went the opposition just one better by calling in an artist and providing his own ——— and when the other fellows followed suit he started something else.

Although most exhibitors have just learned recently that people shop for their entertainment, Kashin has known this fact from the start and has turned his knowledge into dollars by always providing something to attract the shopper's attention; to create a desire on their part to see the entertainment within. And knowing that permanent success depends on making good every advertising claim, Kashin has always been careful to have his entertainment equal to or better than the impression created in the lobby.

As an exhibition specialist, Kashin has been called in at the crucial hour in the career of many a failing theatre, in widely different localities and under varied conditions, and to date he has never lost a case.

His methods first came to the attention of the trade in

general during the time he was operating a chain of theatres in Canada, where he still has several successful theatres under his control. A short time ago he undertook to resuscitate a small six-hundred-seat house in Brooklyn, despite the fact that the alleged "wise ones" told him it couldn't be done. When Kashin took the house over it was being operated on a daily change basis at five cents admission, and running at a loss. The same theatre, under Kashin's direction, is now operating at fifteen cents, changing pictures twice a week and doing capacity a greater part of the time.

Perhaps the best insight to the Kashin methods and how they work out in actual practice may be gleaned from a description of his general campaign on Metro's "To Hell With the Kaiser," which marks his introduction to New York's theatre "shopping" district.

Kashin's experience has proved that a theatre cannot draw all the business possible unless the attraction is advertised from every angle possible. When Kashin speaks of lobby displays, he includes everything "from the sidewalk to the screen." He believes not only in getting the crowd in, but in making good with his audience after they are inside; that after all, the screen is the nucleus of picture theatre entertainment and that no advertising, it matters not how effective, can be a permanent asset unless it is backed up in its fullest sense.

Of course, there probably are exhibitors in smaller cities who think that Kashin's ideas are out of the question in their community might be enlightened by the fact that he has also operated theatres in smaller cities where he has done the same proportionate business at an actual outlay of $15 and less on an attraction. It isn't so much what you spend as how you spend it.

The central display in the Broadway lobby is a dismantled throne; the throne chair is overturned and broken, the draperies disarranged and the scepter and crown placed haphazardly at the base of the display.

The art glass doors which separate the lobby from the foyer have been removed for this particular display, heavy gold pillars hiding the casings. Between these pillars old rose curtains of velour are hung, being brought over to the pillars in folds and held by heavy gold cord. All during the performance and prior to the sale of tickets, four U. S. Marines, in dress uniform, stand attention at each one of these portals. The entire display is dignified and impressive. Many men voluntarily remove their hats upon stepping inside the lobby to purchase their tickets.

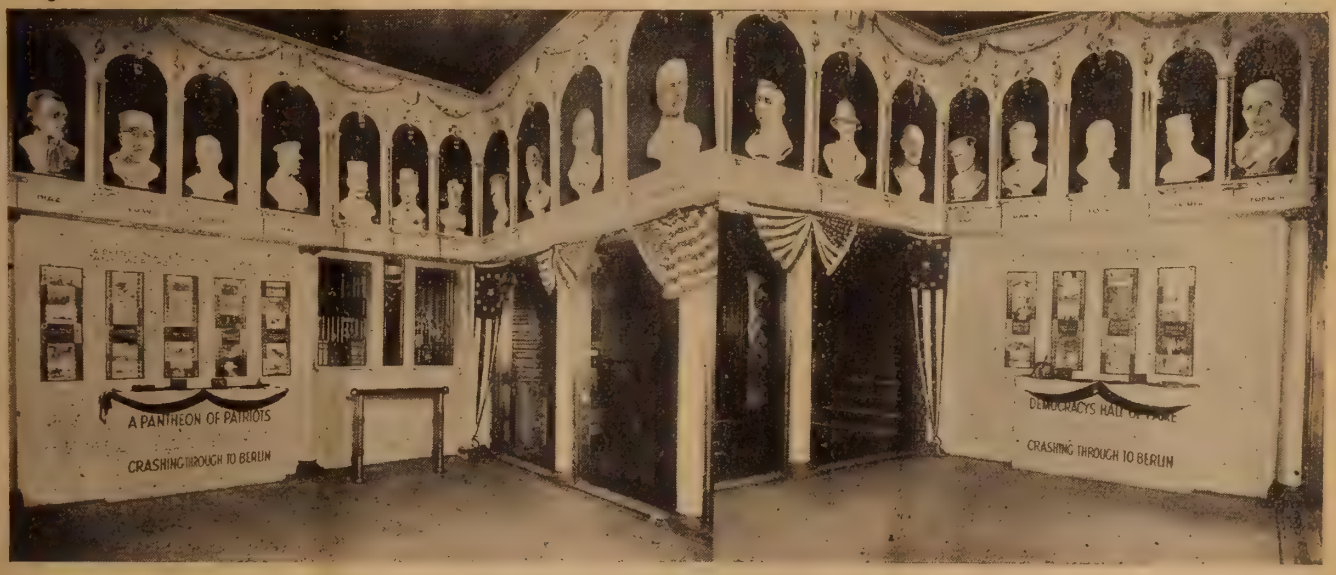
After the overture, the curtain rises on a setting representing a scene behind the lines in France at dawn. A bugler sounds the reveille, and a detachment of U. S. Marines march in and stand attention. Next come the color bearers with the flag and the bugler sounds "Salute," after which the Marines step into "V" formation with fixed bayonets. Next they start singing "Over There," marching down the running boards at either side and through the audience to the front of the house, after which the theatre is darkened and the picture started.

Kashin's method of co-operating with the Marines is also interesting. As the government has taken over nearly all of the most desirable billboard locations in New York City for recruiting posters and various other war propaganda, Kashin made the Marines the proposition of shouldering the entire expense of billing the city with their posters if they would consent to his using a part of their space in exploiting his attraction.

This they gladly consented to do, with the result that Kashin has obtained billboard locations that, since the war, have not been available to any other theatre manager. The cost of posting the Marine posters ran well into three figures, but Kashin, in turn, has the locations.

In addition to billboards and newspaper publicity, Kashin is using a large float on an auto truck, which travels over the entire business section of New York each day. This represents the Kaiser's grave, with "To Hell With the Kaiser" on the tombstone and "Gott Mit Uns" on a placard stuck in the mound. The name of the theatre and the attraction are carried on a panel overhead, about eight feet from the body of the truck. In over a hundred floral shops in different parts of the city, Kashin has obtained the use of one of the show windows, in which the same general idea is carried out in miniature.

To sum it all up, Kashin compares the theatre to the editorial page of a newspaper. "The newspaper editorial conveys the thought and policy of the paper; so then, should the theatre lobby reflect the quality and nature of the attraction within." And let us repeat here, that when Kashin speaks of the lobby, he means "from the sidewalk to the screen."



Here are both sides of the lobby of the Broadway Theatre with its decoration of great Statesmen and warriors who are all "Crashing Through To Berlin."

Highly Dramatic

------to a degree never yet found in a young actress such as this star--- are a series of Box office Attractions that have smashed record receipts in hundreds of the biggest theatres in the Country.

Just as Sure to Win as Our Boys in France

CRASHING THROUGH TO BERLIN

Today's the Day

Don't hesitate—don't postpone it—don't delay. Book this great picture and show it as quick as ever you can. Nothing in the whole wide world interests your people so much today as our splendid boys in France crashing through to Berlin. And no picture obtainable anywhere can give them even a small fraction of the wonderful scenes in this complete pictorial history of the war. A tremendous winner in every theatre that has played it, and growing bigger every minute as our boys forge ahead. Book it now. Today's the day.

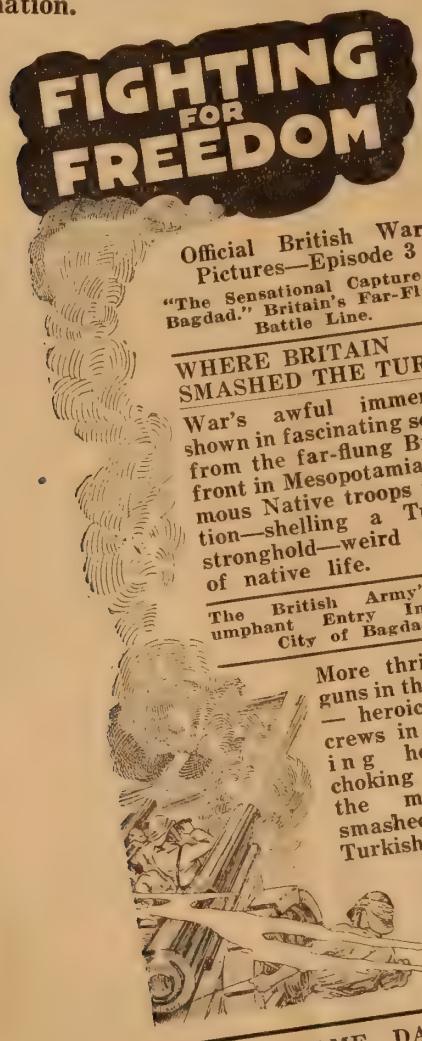
JEWEL Productions INC
1600 Broadway New York City

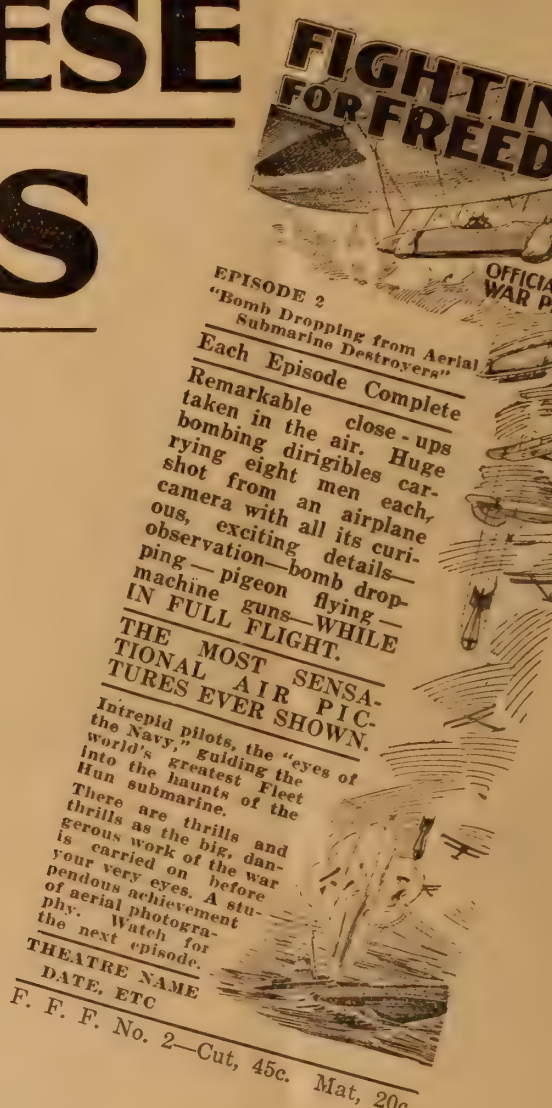
USE THESE ADS

These are the ads that are packing 'em in to see the newest and authentic

OFFICIAL BRITISH WAR PICTURES

Released in seven one-reel episodes of war scenes never before put on any screen—packed with thrills and absorbing information.


FIGHTING FOR FREEDOM
Official British War Pictures—Episode 3
"The Sensational Capture of Bagdad." Britain's Far-Flung Battle Line.
WHERE BRITAIN SMASHED THE TURKS.
War's awful immensity shown in fascinating scenes from the far-flung British front in Mesopotamia. Famous Native troops in action—shelling a Turkish stronghold—weird scenes of native life.
The British Army's Triumphant Entry Into the City of Bagdad.
More thrills—big guns in the desert—heroic gun crews in sweltering heat and choking dust—the men that smashed two Turkish armies.
WATCH FOR THE NEXT EPISODE.
(THEATRE NAME, DATE, ETC.)
F. F. F. No. 3—Cut, 45c. Mat, 20c.


FIGHTING FOR FREEDOM
OFFICIAL BRITISH WAR PICTURES
EPISODE 2
"Bomb Dropping from Aerial Submarine Destroyers"
Each Episode Complete
Remarkable close-ups taken in the air. Huge bombing dirigibles carrying eight men each, shot from an airplane camera with all its curious, exciting details—observation—bomb dropping—pigeon flying—machine guns—WHILE IN FULL FLIGHT.
THE MOST SENSATIONAL AIR PICTURES EVER SHOWN.
Intrepid pilots, the "eyes of the Navy," guiding the world's greatest Fleet into the haunts of the Hun submarine.
There are thrills and thrills as the big, dangerous work of the war is carried on before your very eyes. A stupendous achievement of aerial photography. Watch for the next episode.
THEATRE NAME
DATE, ETC
F. F. F. No. 2—Cut, 45c. Mat, 20c.

GET these powerful ads or make your choice of nearly a dozen shown in our Big Special Folder on these absorbing Official Pictures—it should be in your hands to-day. Boost this great series for something new, something different, something that gives your audiences a real world-outlook on the war. Book now. "FIGHTING FOR FREEDOM" can be obtained solely from

UNIVERSAL

Film Manufacturing Company, 1600 Broadway, New York, Carl Laemmle, President.

Priscilla Dean

Electric -- Beautiful -- Fascinating--superbly dramatic in dramatic moments, yet just as superbly capable in light, girlish parts, PRISCILLA DEAN has shot to the very zenith as one of America's foremost actresses. Show her without fail in

"THE BRAZEN BEAUTY"

(A Bluebird)

"THE TWO-SOUL WOMAN"

(A Universal Special Attraction)

Book through your nearest Bluebird and Universal Exchanges—TODAY!

The "Yellow Dog"

The Great American Patriotic Picture of the War

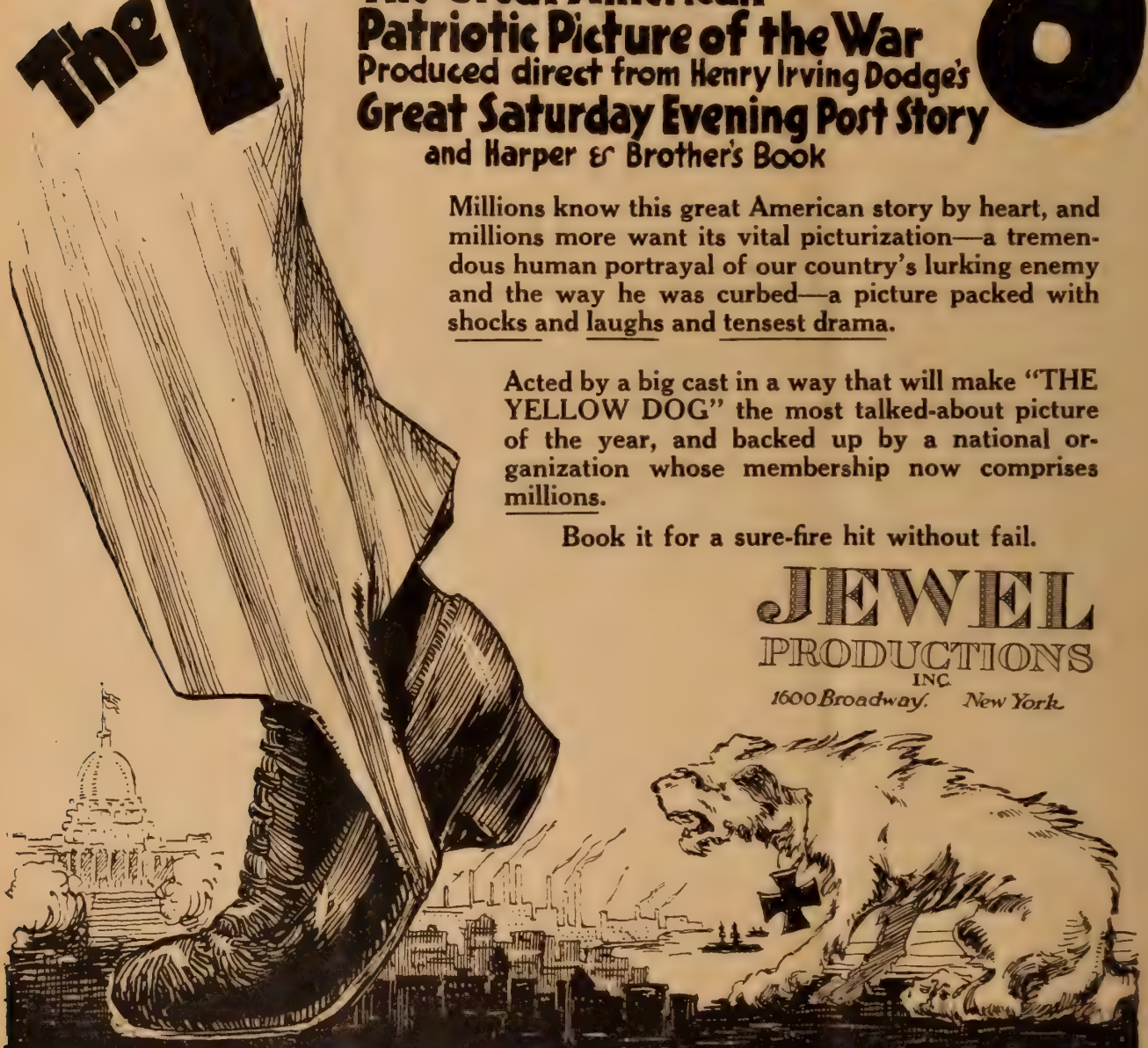
Produced direct from Henry Irving Dodge's
Great Saturday Evening Post Story
and Harper & Brother's Book

Millions know this great American story by heart, and millions more want its vital picturization—a tremendous human portrayal of our country's lurking enemy and the way he was curbed—a picture packed with shocks and laughs and tensest drama.

Acted by a big cast in a way that will make "THE YELLOW DOG" the most talked-about picture of the year, and backed up by a national organization whose membership now comprises millions.

Book it for a sure-fire hit without fail.

JEWEL
PRODUCTIONS
INC.
1600 Broadway. New York.



HELP AMERICA GET RID OF THE BEAST!

Mr. Exhibitor : --

"I've just completed my last picture "TONGUES OF FLAME" and I want you to listen while I pull my chair up close to yours and tell you WHY you should book and boost this feature production to the limit. Just get these vital selling points that you can "get across" thru advertising to your patrons."--

1.—The Story was filmed from Bret Harte's fiction classic, "In the Carquinez Woods."

2.—Bret Harte is known to millions of Americans, and they will travel miles to see on the screen ANY story by this great Author.

3.—The scenario was done by Lanier Bartlett, who wrote the scenario for Rex Beach's famous story, "The Spoilers," famous throughout the world.

4.—The scenes were filmed right on the actual ground described in Bret Harte's story.

5.—Entire company spent weeks in the giant redwood forests of California making many exquisite shots.

6.—It was directed by Colin Campbell, creator of "The Spoilers," the film classic.

7.—The thrilling scene of a redwood forest in flames.

8.—The drawing power of the name of the Author—the Director—the Scenariorist—and great cast.

9.—The drawing power of my own reputation in pictures as a serial Star known in every quarter of the globe.

10.—The tremendous interest in the fascinating story of the amazing days of the huge gold rush in California in '49. A story that will never die.

Here I give you "talking points"—"punches"—"selling arguments" that will put this picture across big. That's the way to SELL your pictures. Know them like the information above allows you to. Boost them, with all your might. People are waiting to be told what's worth seeing. They are as anxious to 'get' this information as you are to give it to them.

Go see "TONGUES OF FLAME" at your nearest Bluebird Exchange. It will sell itself to you immediately. Then after you book it—advertise it—boost it and play it, write me personally how it went over in your house.

Cordially yours,
MARIE WALCAMP.

MONROE
SALISBURY
IN
"HUGON THE MIGHTY"
A GREAT BIG OUTDOOR DRAMA
OF AN UNRELIGIOUS MAN WITH A
HEART OF PUREST GOLD
BOOK THRU YOUR NEAREST BLUEBIRD EXCHANGE
BLUEBIRD PHOTOPLAY INC.
1600 BROADWAY NEW YORK.

THE MOVING PICTURE WEEKLY

EDDIE POLO in "THE LURE OF THE CIRCUS"

Vol. 7. NOVEMBER 16, 1918 No. 13

ANSWER THIS QUESTION
What Would You do for A Million dollars ?
And heed This Advice
Never pose as a married Couple until you have the Ring and the License.~ Disaster may overtake you.
Then by all means go and see
BEWITCHING
CARMEL MYERS
in her latest Production
"ALL NIGHT"
(Your Theatre Name Here)
T. C. Cut No. 49—Mat 20c.

USE THIS NEWSPAPER AD

We urge you to use this newspaper ad before you show CARMEL MYERS in her dramatic success—"ALL NIGHT." Here's an ad that will arouse your town. It is novel—and unique. This ad saves you loads of time in getting up copy that is convincing and with tremendous drawing power. It carries the salient "selling points" of this play and gets the message across with a wallop. Your nearest Bluebird Exchange will supply you with mat for 20c.

BOOK through your nearest BLUEBIRD Exchange, or communicate with BLUEBIRD Photoplays (Inc.), 1600 Broadway, New York.

Dorothy Phillips

in

"THE TALK OF THE TOWN"

DOROTHY

KITTY KELLY
says in the
Chicago Herald

"IT'S very good—clean, trig, pretty, humorous, a bit startling, absorbingly interesting and surprising at the end. You want to look for "The Talk of the Town"—something worth while and delightful."

PHILLIPS in "The Talk of the Town"

UNIVERSAL SPECIAL ATTRACTION

Universal Special Attractions

HARRY CAREY
"Hell Bent"
"Three Mounted Men"

PRISCILLA DEAN
"The Two-Soul Woman"

MARY MacLAREN
"Bread"
"The Model's Confession"

UNIVERSAL
Film Manufacturing Co.
1600 Broadway - - New York
CARL LAEMMLE, President

MAE MURRAY
"The Bride's Awakening"
"Her Body in Bond"

HERBERT RAWLINSON
"Smashing Through"

HARRY CAREY

HARRY

"Three Ma

Universal Sp

CAREY

...nted Men"

...cial Attraction

"WID" says of

Dorothy Phillips

in

"The Talk of the Town"

"This is just the kind of a production that will make a barrel of money. The talk that it creates will bring additional business for each additional day of the showing. The atmosphere and lightings are superb throughout, making this distinctive and classy all the way. It has unusual advertising possibilities."

Book through any Universal Exchange

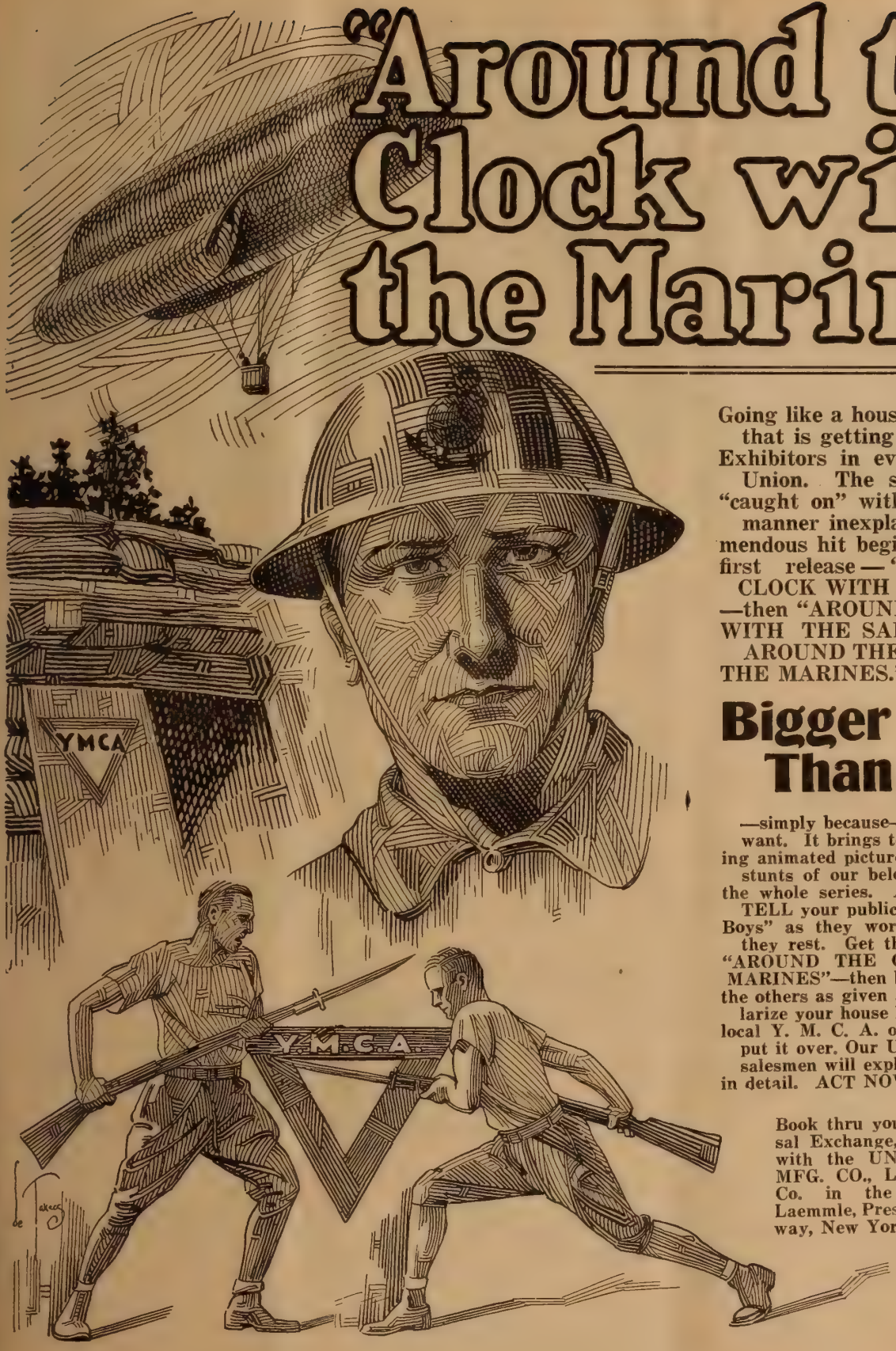
UNIVERSAL FILM MFG. CO.

The Largest Film Manufacturing Concern in the Universe

CARL LAEMMLE, Pres.

1600 Broadway New York

"Around the Clock with the Marine"



Going like a house afire! A series that is getting the money for Exhibitors in every State in the Union. The series that has "caught on" with the public in a manner inexplainable. A tremendous hit beginning with the first release — "AROUND THE CLOCK WITH THE ROOKIE" —then "AROUND THE CLOCK WITH THE SAILOR"—and now AROUND THE CLOCK WITH THE MARINES." Positively

Bigger Today Than Ever

—simply because—it's what the people want. It brings to them in fascinating animated pictures the work and play stunts of our beloved Yanks. Book the whole series. Advertise them BIG. TELL your public they can see "Our Boys" as they work—as they play—as they rest. Get this latest release—"AROUND THE CLOCK WITH THE MARINES"—then book and boost all the others as given above. They'll popularize your house like magic, and the local Y. M. C. A. officials will help you put it over. Our Universal Exchange salesmen will explain the whole plan in detail. ACT NOW.

Book thru your nearest Universal Exchange, or communicate with the UNIVERSAL FILM MFG. CO., Largest Film Mfg. Co. in the Universe, Carl Laemmle, President, 1600 Broadway, New York.

THEY JUST EAT EM UP

MEALS OR HUNS

it's all one to our fighting Doughboys in the

Animated Weekly Universal Current Events

Your people are hungry for a sight of their boys. Give them the biggest News Meal on the Market hot off the fire and shot under fire...

Book thru your nearest Universal Exchange, or communicate with the UNIVERSAL FILM MANUFACTURING COMPANY, Largest Film Manufacturing Company in the Universe, Carl Laemmle, President, 1600 Broadway, New York.

MEMBER OF THE NATIONAL ASSOCIATION OF THE MOTION PICTURE INDUSTRY

THE MOVING PICTURE WEEKLY

A MAGAZINE FOR MOTION PICTURE EXHIBITORS

Published Weekly by the MOVING PICTURE WEEKLY PUB. CO.
1600 BROADWAY, NEW YORK CITY

PAUL GULICK, *Editor* JOE BRANDT, *Bus. Mgr.*
(*Copyright* 1918, *Universal Film Mfg. Co. All Rights Reserved*)
Vol. 7 NOVEMBER 16, 1918. No. 13

Oldest Universal Exchange Employee at Manila Volunteers

Aguedo De Jesus, head of Poster Department, now on Destroyer "Wickes" and after the Hun.

THE easternmost star in the Universal service flag is contributed by a full-blooded and patriotic Filipino boy named Aguedo De Jesus, who until he enlisted in the United States Navy, on July 6, 1918, was the manager of the Poster Department of the Universal Exchange at Manila.

Aguedo is married and has a little son, but he didn't let this delay his action when he thought a big task called him.

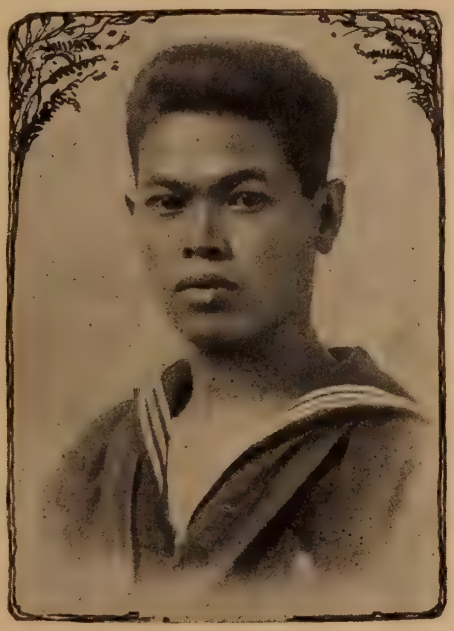
"There are 11,000 Filipino volunteers in the American service," said Aguedo. "We joined not only because we believed it was our duty to fight Germany, but because we feel deep gratitude to the United States. The Filipinos set great store by America's promise to give us full independence some day, when we show that we are capable of ruling ourselves. We believe, therefore, that a good way to show America our worthiness of independence is to help her fight this war."

Aguedo is on the torpedo boat destroyer "Wickes" and is now stationed at the Brooklyn Navy Yard. He took the first opportunity to make a call at the Home Office, and was received by Carl Laemmle, to whom he had a personal letter of introduction. Mr. Laemmle spent a full hour with the young sailor and then sent him on a tour of inspection of the home office, and particularly the poster department, with its many artists and its fine studio. Then he had his picture taken, and it is reproduced herewith. It was a very happy young man who went back to his job that night.

Aguedo speaks with a strong Spanish inflection, but he shows good understanding of English. He had been working in the Universal exchange for about 4 years when the war came. From the age of eleven to thirteen he was employed in the government railroad stories under his father, Lucas.

"I got five and a half pesos a week in the government stores," said Aguedo, "and when I went to work for the Universal I got eleven pesos. I liked the film job fine."

Aguedo seemed to have flourished as a film man. He worked at first as inspector of films for the exchange, but was promoted soon to the poster department. Raises in wages came fast, and two years ago the young fellow felt responsible enough to be married. Besides, his father wanted him to marry and personally picked out the wife for his son.



Aguedo De Jesus.

"The Filipinos love the movies," he said. "You ought to have been in Manila when 'The Kaiser, the Beast of Berlin' came to town. The picture stayed a week, and the people just packed the theatre to see it. The box-office receipts were over 1,500 pesos every night.

"We had a carnival the week that the Universal's submarine picture came. This made an awful big hit with us.

"But the biggest movie hits are the patriotic war pictures, like 'The Kaiser, the Beast of Berlin' and 'The Man Without a Country.' These pictures had a whole lot to do with making us Filipinos realize what this war means. I know they certainly made me feel like getting into the fight quick. There are no pictures in Manila like the Universal pictures. They supply fully half of the theatres. Can I have some pictures of Dorothy Phillips, Mary MacLaren, Marie Walcamp, Eddie Polo and Harry Carey?"

He certainly could and now his bunk on the "Wickes," where he is a messenger for the commanding officer, will be properly decked with his Universal stars' photographs.

What They Offer

AS this is being written the bell in the City Hall is ringing to celebrate the signing of the treaty of peace with Austria! At the same time come reports of many more territories in the flu-stricken states opening up to pictures. It has been a dark and depressing time. Now we are beginning to see the end of misery and the beginning of brighter times.

On November 18 all the releasing companies will be in full swing again. It is only proper at this time to call attention to the pictures that the Universal and Bluebird are to release starting on that date. Here is the list:

Bluebirds.

Monroe Salisbury in "Hugon the Mighty," a drama of the north woods.

Carmel Myers in "All Night,"

Marie Walcamp in "Tongues of Flame," a picturization by Colin Campbell of Bret Harte's famous novel "In the Carquinez Woods."

Priscilla Dean in "She Hired a Husband," with Pat O'Malley.

Edith Roberts in "Set Free"

Ruth Clifford in "The Cabaret Girl."

Special Attractions.

Priscilla Dean in "Kiss or Kill," with Herbert Rawlinson.

Mary MacLaren in "Vanity Pool."

Priscilla Dean in "The Wildcat of Paris," the story of an Apache Joan of Arc which will rank with any picture produced this year.

Mae Murray in "Danger, Go Slow."

Harry Carey in "Roped."

One of the finest staged Photo Dramas of the Year — —

Dashing

FRITZI BRUNETTE in "THE VELVET HAND"

A lavishly invested Photo Drama revealing the inner workings of the Vendetta ___

BOOK THRU YOUR LOCAL BLUEBIRD EXCHANGE OR BLUEBIRD PHOTO PLAYS (INC.) 1600 BROADWAY, N.Y.

The Fascinating Star who jumped into Popularity in a Day:
BEWITCHING
PRISCILLA DEAN
in one of the real dramatic Feasts of the Season
"She Hired A Husband"
She
The Husband
Can you, in all your born days, imagine a situation more complex than this stunning girl hiring a rough-neck lumberjack husband? She did it, however, and what a mix-up resulted. Don't miss this dramatic feast. It's simply great.
(Your Theatre Name Here)
T. C. Cut No. 50—Mat 20c.

This Ad Will Put This Picture Across

This newspaper display ad will put PRISCILLA DEAN—in—"SHE HIRED A HUSBAND" over in your house in AAA-1 style. The ad carries the big selling wallop that will jam your house with eager patrons, who will be anxious to see the outcome of this puzzling drama of a beautiful girl hiring a lumberjack for a husband. Your nearest Bluebird Exchange will supply you with mat of this ad for 20c.

BOOK thru your local BLUEBIRD Exchange, or communicate with BLUEBIRD Photoplays (Inc.), 1600 B'way, N. Y.

LYONS MORAN

STAR-COMEDIES

Now the choice of all the first-run Theatres

Easily the Class of the Comedy Field

A Letter You Should Read Carefully

ADELPHI THEATRE Clark St. & Estes Ave.	COSMOPOLITAN THEATRE 7938 South Halsted St.	LAKESIDE THEATRE Sheridan Blvd. & Leland Ave.	MIDWAY THEATRE Rockford, Illinois
ALBANY PARK THEATRE Lawrence & Kedzie Aves.	FROLIC THEATRE 55th St. & Ellis Ave.	LANE COURT THEATRE Center St. & Lane Court	MILFORD THEATRE Milwaukee & Crawford Ave.
CALO THEATRE Clark St. & Balmoral Ave.	KENWOOD THEATRE 1225 E. 47th Street	METROPOLITAN THEATRE Grand Blvd. & 47th St.	OAKLAND SQUARE THEATRE Drexel & Oakwood Blvds.
CHATEAU THEATRE Broadway & Grace St.			PEERLESS THEATRE 3955 Grand Blvd.
COLUMBUS THEATRE 63rd St. & Ashland Ave			TERMINAL THEATRE Lawrence & Spaulding Aves.

ASCHER BROTHERS

AMUSEMENT ENTERPRISES

1716-1726 CONSUMERS BUILDING
220 SOUTH STATE STREET

TELEPHONES { HARRISON 3874 " 3875 " 3876

CHICAGO, September 26th-
1 9 1 8

Universal Film Exchanges, Inc.,
Chicago, Ill.

Gentlemen—As far back as I can remember, we have always used your Universal Weeklies, and they are, without a doubt, the best on the market today. They are popular with our various managers owing to the fact that the people like them and ask when they will be shown.

Let me also comment on your comedies, especially the Star Comedies with Eddie Lyons and Lee Moran; those boys are wonders when it comes to making the audience go away laughing. Keep up the good work.

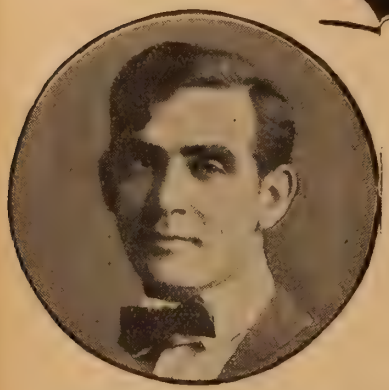
The reports I receive from my various managers on the Special Attractions are very gratifying, as we are using them as well as your Bluebirds. All my theatres are also running your Serial "THE BRASS BULLET," and our patrons are well pleased with this serial.

Trusting that you will continue putting out pictures as good as those you have in the last years, I am,

Very truly yours,

Nathan Ascher

"THE LURE



EDDIE POLO,

Hercules of the Films and Fearless Star of

"THE LURE OF THE CIRCUS."

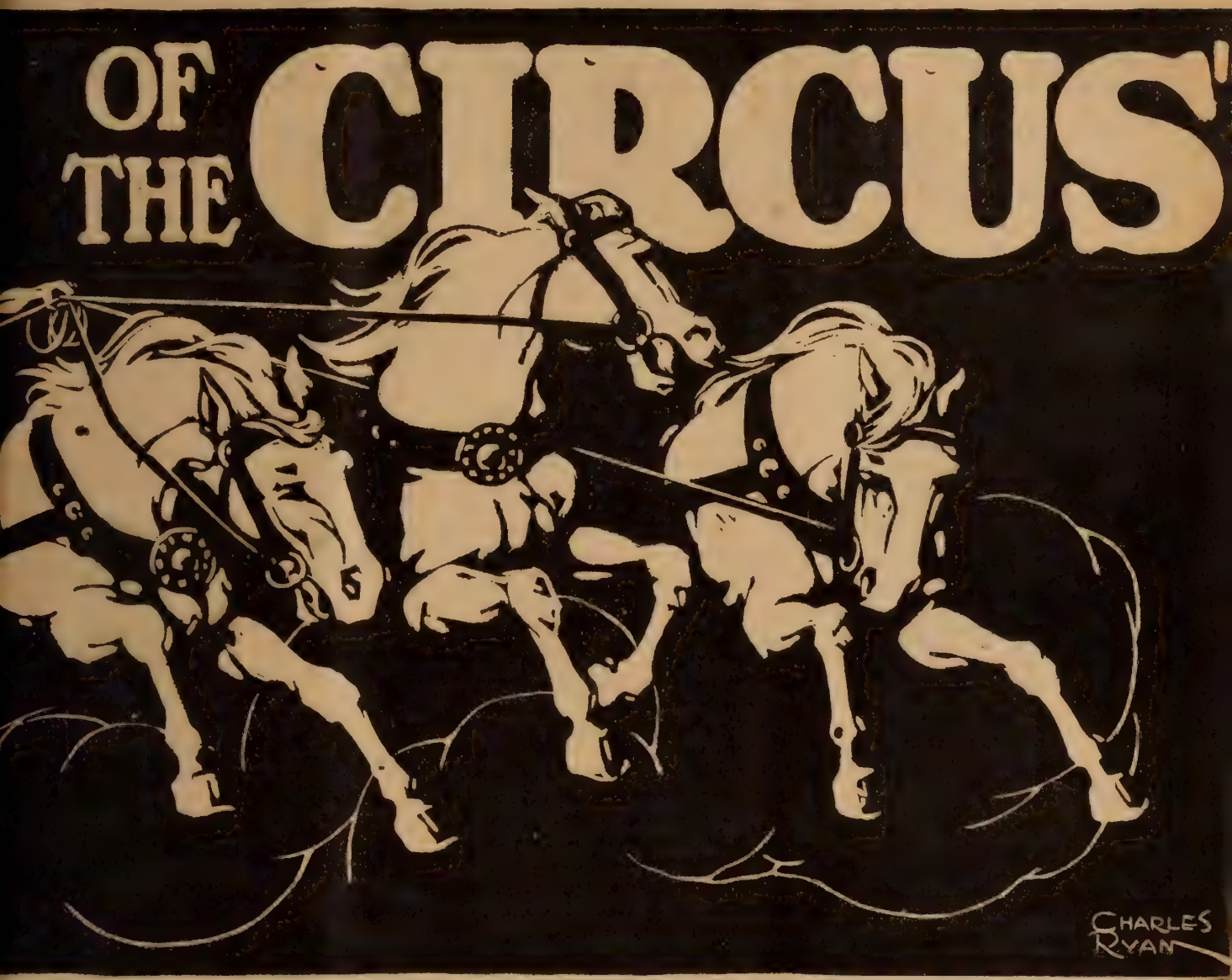
Get This Big IDEA

WE know, and the Trade knows, that loose language and explosive adjectives are used by some Serial producers. We know, and you know, how confusing this ballyhoo advertising is—thus we are going to adopt an entirely different tack. We are going to force a SHOW DOWN by allowing the serial itself to be its own salesman.

We are going to request you to—COMPARE—action, thrills, story, continuity, sets, and box office power of the Universal's latest serial, "THE LURE OF THE CIRCUS," with any and all serials now on the market—then we will know that—

YOUR OWN EYES WILL CONVINCE YOU LIKE YOU'VE NEVER BEEN CONVINCED BEFORE

—that "THE LURE OF THE CIRCUS" makes any and every competitive serial on the market pale into insignificance. With your own eyes you'll see things you've never seen in any serial. The country will wax enthusiastic over this tremendous winner—"THE LURE OF THE CIRCUS."



A FINANCIAL "CLEAN-UP" FOR EXHIBITORS EVERYWHERE

"THE LURE OF THE CIRCUS," if properly boosted, will prove itself one of the biggest, if not actually the biggest serial financial clean-up ever released by the Universal. Don't take our word for it if you don't want to. GO AND WITH YOUR OWN EYES, SEE THE FIRST EPISODES. You'll get the surprise of your life, for you've NEVER seen any serial that compares with "THE LURE OF THE CIRCUS."

It's the kind of serial that ties up your people solid for 18 weeks. It's the serial that they will see if they never see another this season. It's a whale and no mistake. Get a copy of the Advertising campaign book that carries all the big helps, stunts and pointers on how to put it over and see all the publicity smashes, all prepared for you ready to use. WIRE your nearest Exchange for reservation for "THE LURE OF THE CIRCUS."

Book thru your nearest Universal Exchange, or communicate with the UNIVERSAL FILM MFG. CO., Largest Film Mfg. Co. in the Universe, Carl Laemmle, President, 1600 Broadway, New York.

Exhibitor Evidence of the Success of Speci

NOTED EDITOR PRAISES "THE TALK OF THE TOWN"

Julian Johnson, Editor and Critic of the "Photoplay Magazine" of Chicago, Has the Following to Say of "The Talk of the Town" in the Latest Issue of "Photoplay":

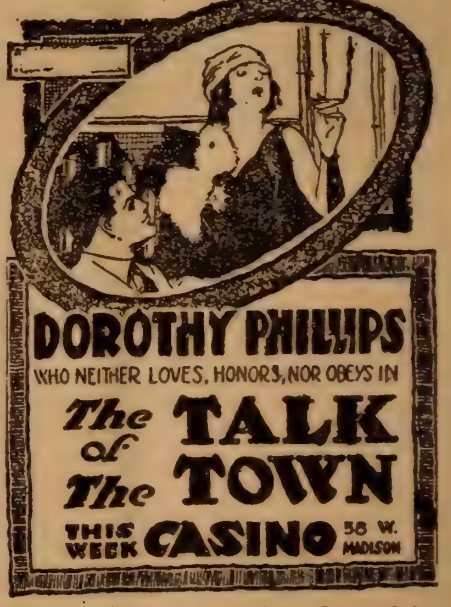
"A LOT of things combine to make this the best Universal in a long time: the fascination rather than beauty of Dorothy Phillips; Allen Holubar's generally even direction, good support and perfectly sumptuous equipment. The story tells of a little girl who received Prussian rule instead of understanding sympathy, and grew up enigmatically cold, adventurous, skeptical of everything, and wild for the greatest freedom. Of course her runaway marriage crashes accordingly, for, as she archly confesses, she married her good heavy lover not for romance, but for escape. Only a near-disaster with one who appears a villain dyed in German dye brings her back to her true self. Holubar's light effects, his compositions, his groupings, and his adjustments of camera distance are all admirably managed. Inferior direction would permit one to see that many of these sets are much over-dressed—but Holubar makes you forget that, as you also forget the improbabilities of the early part of the story. After all, it is the work of Dorothy Phillips which grips you here. Her scope is remarkable, for she is, with apparent equal ease, a wistful, wondering fifteen-year-old—and a blase wife, all in the same picture. Here at last is a photoplay equal to her talents. Norman Kerry gives a fine fillip to the finish, and William Stowell is the solid but somewhat picturish husband."

Scenic Mitt Collins appears in a new outing called "The Patriot." The bill
(Continued on Following Page)
Mae MURRAY
IN
MODERN LOVE
the story of an artist's model who tried to be GOOD
QUINN'S Rialto
SUPERBA
Broadway at Fifth
SUPERB DOUBLE BILL
MONROE SALISBURY
in the greatest role of his entire career.
"THAT DEVIL BATEESE"
Fun Film De Luxe.
HOW CHARLIE CAPTURES THE KAISER
1000 Feet of Hearty Laughs.

Los Angeles Examiner two-column adv. for "Modern Love" at the Rialto, and "That Devil Bateese" at the Superba.

Showing the Greatest Photo-Plays Before the Public
SCHOENSTADT'S
REX THEATRE
69th Street and Racine Avenue
Program, September 23rd to 30th
Saturday, Sept. 21st
Last Day, 1 to 12 P. M.
Benefit Entertainment
FOR
United Spanish War Veterans Field Band
Sunday, Sept. 22nd
Open 11 Forenoon
Continuous 11 A. M. to 11:30 P. M.
GIRLS! DON'T GET MARRIED
THE WELL-KNOWN STAR
MAE MURRAY
In One of the Most Sensational Pictures of the Season
"The Bride's Awakening"
Monday, Sept. 23rd
Evening, 6:30 to 11:15 P. M.
STARTING THE NEW WEEK WITH STUNNING
Priscilla Dean
IN A BRAND NEW EXTRAORDINARY FEATURE
'The Brazen Beauty'
Very First Time Shown in Englewood
The Belle of the Plains Becomes the Queen of the "400"
OTHERS TODAY
L-KO Comedy in 2 Reels
PHONY PHOTOS
Allied War News
And Specially Added
THE FAVORITE SINGER
Mr. S. Asher in Latest Songs
"Your Boy and My Boy"—and "Smiles"
PRISCILLA DEAN
IN TOD BROWNING'S
DRAMATIC PRODUCTION
THE BRAZEN BEAUTY
ADMISSION—ADULTS 15c CHILDREN 5c

PROGRAM FOR ONE WEEK OF



One of the very effective ads used in all sizes in Chicago papers for the run of "The Talk of the Town."

Attractions and BLUEBIRD PHOTOPLAYS

2 Big Days—Tuesday and Wednesday, Sept. 24-25
Matinee—2 Shows—2 and 4 P. M. Evening—6:30 to 11:15
Most Tremendous and Momentous Play of the War
YET WRITTEN WITHOUT THE ACTUAL BATTLE SCENES

'INSIDE THE LINES'

IN 7 ACTS

"HUN SPY NETS UNEARTHED
ENEMY INTRIGUES KNOCKED INTO
HELLANGONE"

Featuring Two Prominent Stage Celebrities

LOUIS S. STONE and Beautiful MARGUERITE CLAYTON

Adapted from Earl Derr Biggers' Great Stage Success Which Ran a Whole Season On Broadway, New York. "Wilhemstrasse, in Anticipation of "Der Tag" Has in the Past Half Century Spent Billions in Perfecting An Almost Incredible Spy System

Lewis S. Stone and Miss Clayton were the stars of the original cast and are the stars in the film version. They made a tremendous hit in New York. Now a British spy outwits the German Wilhelmstrasse, saves the British Grand Fleet, but fails a victim to the heart of an American girl. Told in the most sensational and pulsating manner that you ever saw. The action will grip and hold you spellbound every minute and you'll be entertained to your heart's content.

Others Tuesday
LUKE COMEDY—LUKE'S WILD WOMAN
CHRISTIE COMEDY
And ALICE BRADY in
A LIBERTY REEL

Others Wednesday
LUKE'S WILD WOMEN—A LUKE Comedy
PATHE WEEKLY REVIEW
And Extra Added
"Brass Bullet Series"
Chapter 5

ADMISSION—ADULTS 15c CHILDREN 5c

Thursday, Sept. 26th — Evening 6:30 to 11:15
ADMISSION—ADULTS 15c CHILDREN 5c
By Special Request, A Bride's Dilemma—First Time Shown Here
WILLIAM FOX Presents

Jewel Carmen in 'Confession'

The thrilling story of a bride and her peculiar honeymoon. Loss of wedding ring brings many odd adventures to beautiful society girl.

Isn't she a beautiful bride? This is the expression heard from all assembled guests and bewitched she was beyond expression. This play begins merrily and happily enough, but no sooner had they started on their wedding voyage than the bride is called upon to use her beauty and fascination on a strange man in a vain attempt to clear her husband from a murder conviction. Bedecked in jewels and handsome gowns she entices the man, who proves to be the real culprit for whom her husband suffered the extreme penalty of the law.

Certainly you must see Miss Carmen as a bride and bring your friends with you. It is a play that will at times make you gasp and the climax is as surprising as the rest is exciting.

NOTICE FROM THE MANAGER—This is the play advertised here two weeks ago, but not shown, on account of tie-up and delay in Transportation.

OTHER ATTRACTIONS TODAY
Join the Crowd—COMMUNITY SINGING—Join in Song
BIG V COMEDY "CAPERS AND CROOKS" BURTON HOLMES TRAVELS
OUR PATRON'S DELIGHT
Admission—Adults 15c Children 5c

Friday, September 27th Special Ladies' Matinee—2 and 4 P. M. Positively No Children Admitted
Should a Woman Tell?
A SPECIAL SUPERB SIX-REEL UNIVERSAL SUBJECT

"PLAYTHINGS"

THE PLAY THAT LAYS BARE THE FACTS OF LIFE
With a Powerful Cast of Players, Featuring Wonderful

Fritzie Brunette

THE STAGE CELEBRITY

Should a Man Marry a Woman Who Has Sinned? Should She Tell? Need He Know?
A play for broad-minded people who can accept the sordid truths and facts in view of the moral exploited.

MOTHERS DOES YOUR DAUGHTER KNOW ? MOTHERS HAVE YOU DONE YOUR DUTY TOWARD HER

Marjorie North was sure that Gordon Trenwith would marry her. She knew that he was a man of honor. But when her baby was born without the decency of a name, he showed the yellow under his veneer. He had used her for the plaything, one of his many playthings. What should she do?

Why should a man live two lives when a woman stands or falls by one? '
She little knew that every lamp that lit the city street
Could tell a tale of broken hearts where sin and sorrow meet.
Where a man could live as many lives as his desire may be.
But woman stands or falls by one until eternity.

But real love came. Should she have told him everything of her first love? Is it a woman's duty to the man who really loves her to blast his faith in her purity by a confession of the false step of other days?

DID SHE DO RIGHT?

PLAYTHINGS Asks, Then Answers All Women
PLAYTHINGS Answers Them For You
PLAYTHINGS

Arraigns you MOTHERS and FATHERS of DAUGHTERS before the Bar of Truth and ask you without mincing of words whether it is not you who are culpable for most of the ruined innocence of the world through a mistaken modesty to acquaint their daughters of the dangers and pitfalls of ignorance. Knowledge is Wisdom. They should know. By all means see "Playthings," Sidney Toler's famous stage drama.

Bluebird's Masterplay—Mystery, Love, Beauty and Enchantment
Expensively Covered and Produced

OTHERS TODAY—
"LUKE LOSES PATIENCE"—LUKE COMEDY—UNIVERSAL SCREEN MAGAZINE
BRONCHO AND THE OUTLAW"—ADMISSION, ADULTS 15c CHILDREN 5c

OPEN 11 P. M. Saturday, Sept. 28th CONTINUOUS ALL DAY
NO ADVANCE IN ADMISSION
The Greatest Double Feature Bill We Ever Put On At the Rex
NO? WHAT? WELL SEE!

Whiz! Bang! Bang! Bang!
WHAT'S UP?
Douglas Fairbanks
IN
"Manhattan Madness"
IN 2 REELS

Douglas Fairbanks at his best! Speed! Thrills! A bewitching flurry into adventure, love, romance! Upstairs, downstairs, into secret closets, over the roof, up the eave pipes, down through trap doors and into dungeons!

WHAT FOR?
A Pretty Girl, of Course
If anybody still thinks they don't like moving pictures they sure will forget about it with "Doug" in "Manhattan Madness" and it happens that Jewel Carmen is his "Push and Cart" Oh Me! Oh My!
Children Don't forget to attend the matinee—only 5c admission.

NORMA TALMADGE in LIBERTY REEL

Feature No. 2
Ruth Clifford
IN
"FIRES OF YOUTH"
5-Reel Bluebird Photoplay, First Time Shown

The melting scene of a young woman trying to arouse affection in her doddering husband.

The plot brought to a wholesome climax.
SUPPORTING CAST—Ralph Lewis and George Fisher, principal support; a village priest, society folk and police officers.
PLACE: A palatial townhouse, its surroundings, and the interior of a village Catholic chapel
DIRECTED BY—Rupert Julian, producer of "The Kaiser, the Beast of Berlin."
A Play of Exceptional Appeal
Also "The Lion's Claws"
Chapter No. 2
Ford Weekly Review
Admission Mat.—Adults 10c Children 5c
Evenings—Adults 15c Children 10c

And Now Look and Marvel at the Speed of the Rex!
2 Great Days—Sunday and Monday, Sept. 29-30
SUNDAY OPEN 11 A. M. CONTINUOUS MONDAY OPEN 2 P. M. CONTINUOUS
EXCLUSIVE FIRST RUN SHOWING IN ALL ENGLEWOOD

'Crashing Through to Berlin'

JEWEL PRODUCTIONS EXTRAORDINARY
6—Stupendous, Towering, Mighty Reels—6
Beating All Records for Swiftness

The Colossal Drama of the War

The Play That Is Still Showing At the Auditorium and Casino and Other Downtown Playhouses at Big Admissions

You, nor anyone, who hasn't seen "Crashing Through To Berlin," can conceive the magnitude of this production.

Neither Statesmen, Field-Marshals, Generals, Admirals nor Correspondents over there have seen one-tenth as much.

CRASHING THROUGH TO BERLIN

The very gates of hell at close quarters. The treacherous enemy—the arch-fiends of Kultur. Events never before recorded—bleeding Belgium, fearless France, brave Britain, revolutionary Russia; chastised Germany, our own land, bending every energy—resolute to the end.

You will see the leaders in the world conflict—King Edward, King Albert, President Wilson, President Poincare, King Humbert, even the Kaiser and his Crown Prince, behind the battle lines.

Pershing, Foch, Sims, Haig and others who are guiding your destinies as well as those of the Allied Nations.

Artillery duels, submarine sinkings, boys in the trenches at death-grips, royal battles of the air and the only sensational record of the sinking of the Lusitania.

You will be awed and maddened by ruthless brutality of the stupid hun, who thought he could set the world on fire and escape the penalty.

It is for every American—for every man, woman and child that proudly uncovers to the red White and Blue of Old Glory.

It is not just a picture drama. You'll see all these things and so much more that no pen can describe it. It took hundreds of cameras and four of the cameramen lost their lives in their hazardous work.

It is for you and all to see this mightiest spectacle since the birth of the universe.

Coming Attractions Next Week
'The Struggle Everlasting'
'Merely Players'
'The Geezer of Berlin'
Griffith's
'The Great Love'

Usual Other Pictures Sunday
Usual Other Pictures Monday
Admission—Morning Show, 11 to 1:30—Adults 10c; Children 5c
1:30 to 11:30—Children Up To Twelve, 10c Adults, 20c

THE BRAZEN BEAUTY," REX THEATRE, RACINE AVE., CHICAGO, A. POWELL, MGR.-DIR.

DRAWING CARDS.

Universal Film Exchanges, nc.,
San Francisco, Cal.

Gentlemen—We beg to state that your Specials and Jewel Productions which we have played at our Jose Theatre, San Jose, have proven to be quite a drawing card, and our patrons have made special mention of such features as Dorothy Phillips in "A Soul for Sale"; Mary Mac Laren in "A Model's Confession," and Mae Murray in "Her Body In Bond."

Yours truly,
BERT LEVEY CIRCUIT,
BERT LEVEY.
San Francisco California.

MOST ARE GREAT.

Universal Film Exchanges, Inc.,
Portland Ore.

Gentlemen—I want to say that all your Special Attractions that have been played at my theatre have proven winners.

They are all GOOD and most of them GREAT.

Yours for continued success,
LEW F. CULLINS.
Director of Casino, The Dalles.

STEADY UPROAR.

Big U Film Exchange, Inc.,
1600 Broadway, New York.

Gentlemen—Your feature "HELL BENT" which was presented at my theatre recently, had my audience so enthusiastic, that there was a steady uproar. It reigned supreme.

Yours truly,
FLUSHING THEATRE,
Flushing, L. I.

2 GREATEST SHOWS OF THE WEEK

DOROTHY PHILLIPS
In the
"MORTGAGED WIFE."

ROYAL THEATER
Sixth near Olive.
TODAY AND ALL THIS WEEK
Continuous 12 M. to 11 P. M. Lower Floor, 20c. Balcony, 15c.
Menges Orchestra.

SINKING of the LUSITANIA
By Winsor McCay.

Dorothy Phillips

In the Universal Special Attraction

"THE MORTGAGED WIFE"

A SOUL BARTERED

Come see a big, truthful, thrilling picture of a noble girl of today, blackened in the eyes of the man she loves through selfishness until her fighting spirit wins back her name and happiness. Come see splendid Dorothy Phillips in one of the finest dramatic treats of the season, and a love story long to be remembered.

Coming—"Crashing Through to Berlin"

The world's only record of the crime that shocked humanity

See it from beginning to end—the sailing, torpedoing, explosion, sinking, rescues, famous men and women who were lost—the most amazing picture ever shown. Authentic to the last detail. Once seen, never forgotten.

An example of the clever advertising done constantly by the Royal Theatre, St. Louis. Notice too that he is starting to advertise "Crashing Through To Berlin" far in advance.

5 Big Reasons Why You Should See

The brilliant Photo Play Star

Marie Walcamp

in her Greatest Western Play

"TONGUES of FLAME"

1 _ *The story was written by the master fiction genius* ***Bret Harte***
2 _ *It was directed by Colin Campbell-who directed "The Spoilers"*
3 _ *It was filmed in the actual woods showing actual scenes as described in the original story*
4 _ *The scenario was written by the famous Lanier Bartlett.*
5 _ *It is a genuine gem of a story and play and it will entertain you immensely*

Your Theatre Name Here.

T. C. Cut No. 43, Mat 20c.

Selling Points in This Newspaper Ad that will Put this Picture Over

This ad gives you the five big selling points that will bring the crowds on this feature. Be sure to take advantage of this newspaper ad and run it one or two days before you show this extra fine feature. Your nearest Bluebird Exchange will supply you with mat of this ad. Get one and USE IT.

BOOK thru your local BLUEBIRD Exchange, or communicate with BLUEBIRD Photoplays (Inc.), 1600 B'way, New York City

MOVIE DIRECTORY

WEST END. DOWNTOWN WEST END.

EXHIBITORS are coming more and more to appreciate not only the value of extensive and cumulative advertising, but they are discovering that the efforts of the Publicity and Advertising Departments of the various film companies are in a large measure exerted for their benefit.

It often happens that the stock advertising and cuts are not adapted to the use a particular exhibitor wishes to achieve and it very frequently happens that he has an idea, which would be very much better for his own clientele and community, than any the advertising manager offered him with productions.

On this page we are offering one Ad which was made up by the Advertising manager of the Superba Theatre, in Los Angeles, which has a distinctly local appeal. There is one point, however, which cannot be too highly commended, and that is the emphasis placed upon the name of Lois Weber, in the advertising.

The other examples on this page were designed by the Advertising Department of the Jewel Company, altho they have been carried out in individual manner which is highly commendable.

SUPERBA
A TIP TO WIVES
If that spouse of yours gets into his slippers too quick after dinner and forgets that you might like a dinner downtown once in a while and an occasional night at the show, take him to see Lois Weber's society eye-opener,
FOR HUSBANDS ONLY
LOIS WEBER
daringly French and featuring talented
MILDRED HARRIS
whose "Lizzie" in "The Price of a Good Time" and "Sydney Page" in "The Doctor and the Woman" stamped her as the greatest emotional actress of the screen.
SUPERBA

Los Angeles Herald Three Column Adv. for the Superba.

You'll Keel Over in a Dead Faint at Its Finish
"FOR HUSBANDS ONLY"
(A Jewel Production.)
The sensational story of woman's soul and of man's passion and duplicity, artistically and deftly described. Directed by the "Belasco" of the Screen.
LOIS WEBER
and Featuring
Mildred Harris
Of "The Price of a Good Time."
Flauntingly, she goes the limit with the cruel heartbreaker whilst her confiding "Boob" husband sleeps on.
The Ruth St. Denis-Ted Shawn Dancers Display Their Terpsichorean Art
TODAY AND ALL THIS WEEK
ROYAL Theater
-6th, Near Olive
Continuous 12 M. to 11 P. M.
Orchestral Music. Lower Floor 30c. Balcony 15c.

Striking Two Column Adv. in all the St. Louis papers for the Royal Theatre.

The Best Bet Of The Season

Jewel Prod. Inc.,
New York.

Gentlemen:—It is not the policy of this management to write publicity letters, so it gives me all the more pleasure in stating that "For Husbands Only," on which we are completing a week's run, deserves every praise that both critics and public can give it. Our patrons have unreservedly praised this Lois Weber Production; and, from a box-office standpoint, no attraction we have ever shown has had a more successful run. This unsolicited letter is primarily intended to fellow exhibitors to book the best bet of the season.

Yours very truly,
GEO. A. FISCHER,
Mgr., Saxe's Alhambra Theatre,
Milwaukee, Wis.

It Built Him A Reputation

Chicago, Ill., October 4th, 1918.
Jewel Productions, Inc.

Gentlemen:—"For Husbands Only" made such a hit with my audience and increased my box-office receipts to such an extent that I have taken the first opportunity which presented itself to congratulate you on having secured such a wonderful production. It made a reputation for my theatre, and assure you I will always be in the market for productions such as "For Husbands Only."

Very truly yours,
GEORGE D. HOPKINSON.
HAMLIN THEATRE,
Madison Street,

NG. JUNE 24, 1918.
AN OPEN LETTER
FOR HUSBANDS ONLY
"We have been confidentially advised that certain husbands are planning to see "For Husbands Only" 'on stag'—using the old standard excuses, "lodge meeting tonight, dear," or "don't expect me home till late, there's work at the office." We as confidentially advise you to see he is properly chaperoned. We admit "For Husbands Only" will interest you—more we cannot, except this, there's never been a picture like it and probably never will be another.
P. S.—If you decide to go without him, the matinee is the comfort way; the same show, the same music; everything except the crowd.
Yours truly,
COLISEUM THEATRE

Four Column Adv. for Seattle Tribune.

"FIGHTING FO

R FREEDOM"

OFFICIAL BRITISH WAR PICTURES

Get a Copy of the "FIGHTING for FREEDOM" Campaign Book

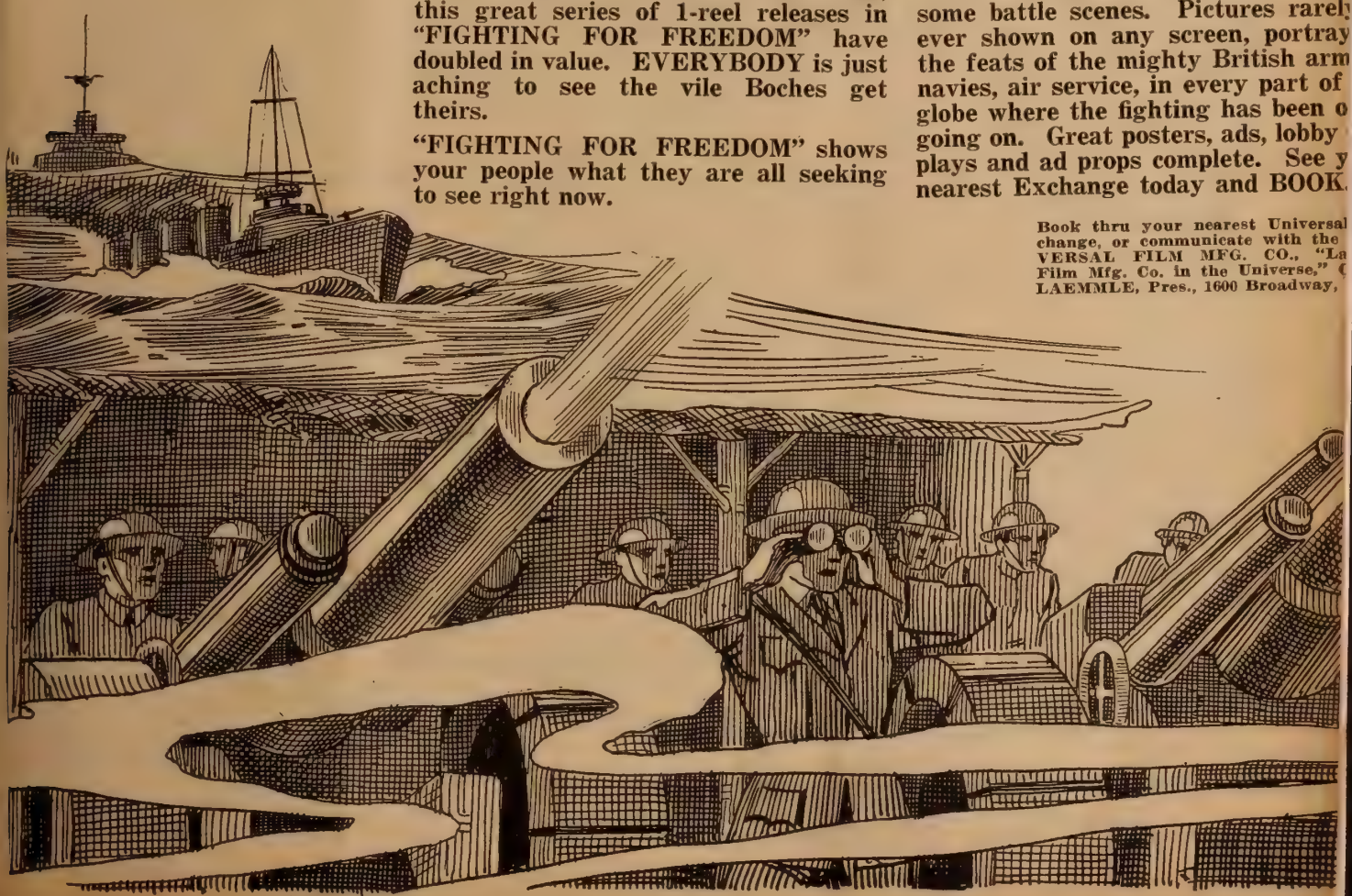
Of Greater Interest Than Ever Before

NOW, with the colossal world war drawing to a close while the British are knocking hell out of the Huns, this great series of 1-reel releases in "FIGHTING FOR FREEDOM" have doubled in value. EVERYBODY is just aching to see the vile Boches get theirs.

"FIGHTING FOR FREEDOM" shows your people what they are all seeking to see right now.

BOOK and boost this series—7 I EPISODES for 7 weeks. A gr of war pictures WITHOUT the gi some battle scenes. Pictures rarel ever shown on any screen, portray the feats of the mighty British arm navies, air service, in every part of globe where the fighting has been o going on. Great posters, ads, lobby plays and ad props complete. See y nearest Exchange today and BOOK.

Book thru your nearest Universal change, or communicate with the VERSAL FILM MFG. CO., "La Film Mfg. Co. in the Universe," C LAEMMLE, Pres., 1600 Broadway,



The Magic Name of The French Canadian Stories That Millions Have Come To Love

MONROE SALISBURY

Powerful---
Magnetic---
Impressive Star of Many Big Plays

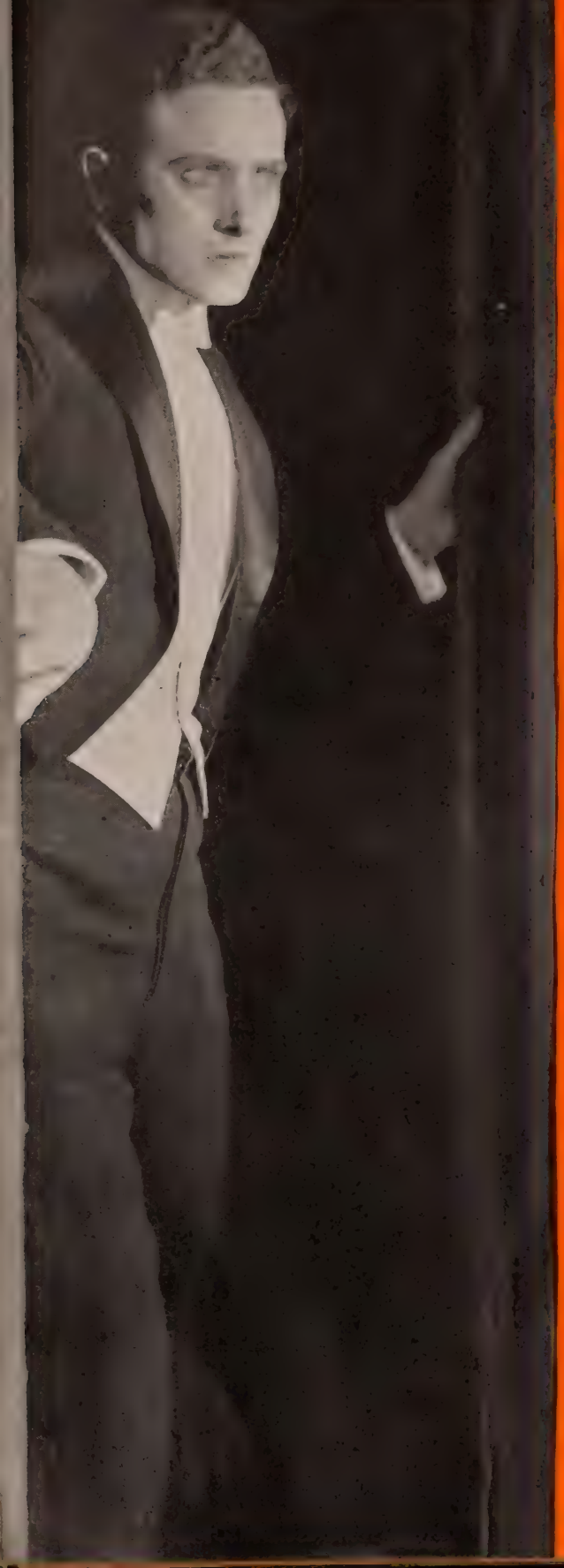
"The Savage" **"Hungry Eyes"**
"The Red, Red Heart"
"That Devil Bateese" **"Hugon, The Mighty"**

Book And Play Them All---New, or Repeat

BLUEBIRD PHOTOPLAYS, Incorporated
1600 BROADWAY NEW YORK CITY.

PRISCILLA DEAN

"Everything was deathly still except my heart--and that was beatin' like a trip-hammer."



PRISCI

in

"Kiss

"It was a case of kiss or kill. If she'd turned
discovered me -- and som

UNIVERSAL SPE

LA DEAN

r "Kill"

wn his good night kiss he'd have
e would'a got shot."

IAL ATTRACTION

"Presto! There she stood like a beautiful fairy wafted down from the clouds - I pinched myself to see if I was awake."

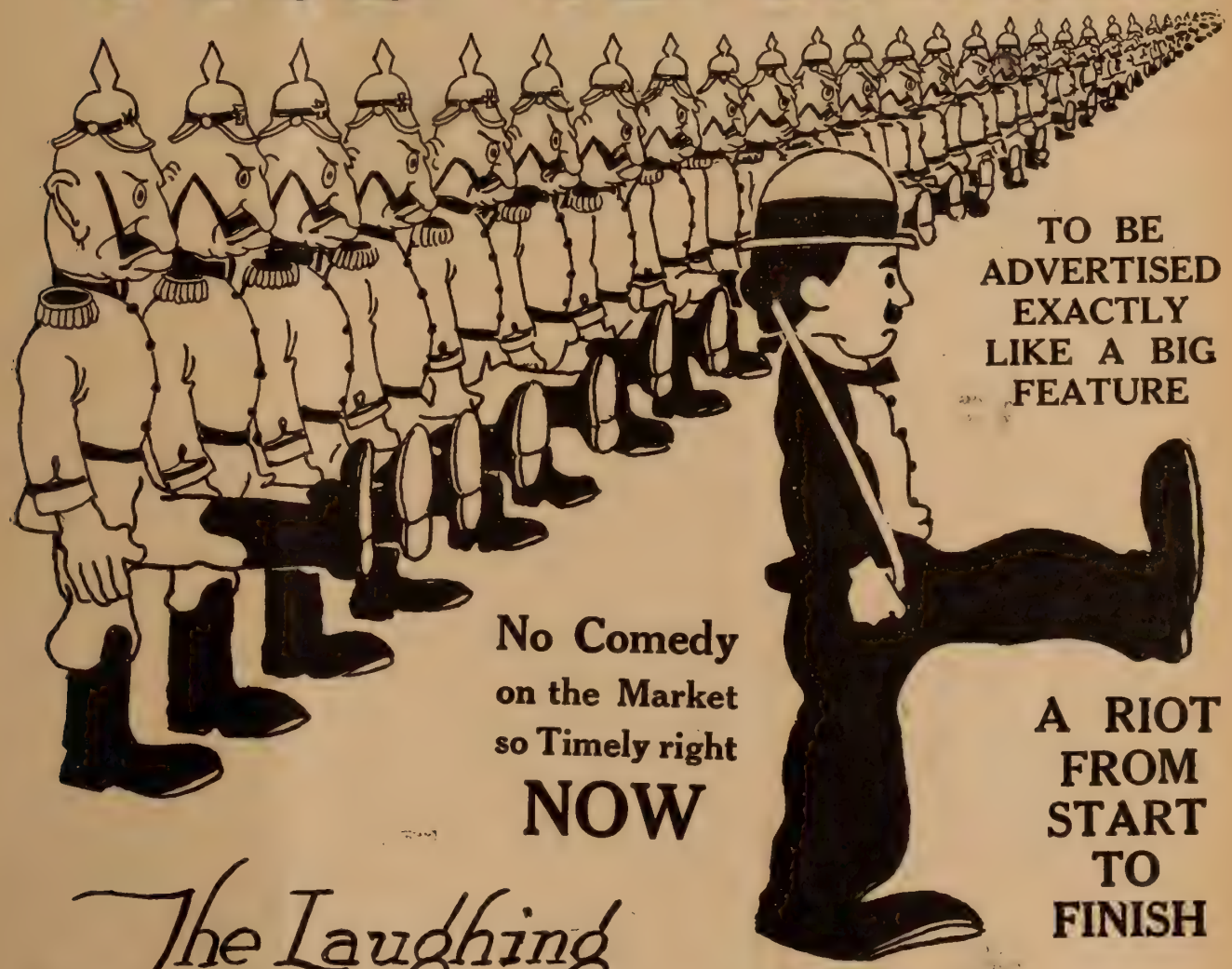
PRISCILLA DEAN

in "KISS or KILL"

"She had my gun and she had my overcoat. Is there any other little thing I can do for you" says I.

Pat Sullivan's Cartoon Masterpiece—

"HOW CHARLIE CAPTURED THE KAISER"



TO BE ADVERTISED EXACTLY LIKE A BIG FEATURE

No Comedy on the Market so Timely right NOW

A RIOT FROM START TO FINISH

The Laughing Novelty of the Year

Book thru your nearest Universal Exchange, or communicate with the UNIVERSAL FILM MFG. CO., "Largest Film Mfg. Co. in the Universe," CARL LAEMMLE, Pres., 1600 Broadway, New York, N. Y.

Book—"HOW CHARLIE CAPTURED THE KAISER" with the idea of advertising as big as any of your costliest features. Right now with the war nearing its end and the fool kaiser nearly caught, this comedy will pack your house. Boost it to the very limit in advertising and publicity. Everybody in the wide world wants to see the idiot kaiser captured. Here's your chance to clean up. Book and boost—"HOW CHARLIE CAPTURED THE KAISER" exactly like a costly feature.

INEXPENSIVE LOBBY DISPLAYS

By M. Kashin

Mr. Kashin's lobby dressed for "The Geezer of Berlin." Note the use of naval camouflage.

IN appealing to possible patrons who daily pass your doors, I have found that the lobby display, worked out to its finest detail, will bring more results than any other form of advertising to which an exhibitor could resort. True enough, the secret of the success of such advertising will depend upon an analysis of the general public who see your theatre lobby displays.

I recently made a front featuring Charlie Chaplin in "The Count." The theatre which used this advertising display secured most satisfactory results from every point of view.

To begin with, the fronts were inexpensive. In this particular instance the entire result was obtained by wooden frames covered with painted cotton bunting. This is about the cheapest thing of which I can think.

A counter used as a pressing table was 6 feet long, 2 feet deep, and the only solid part of it was the board on which the iron traveled. In forming my background or stage setting, I simply resorted again to the use of a feeble framework covered with the same painted bunting; likewise the ceiling and the two wings.

The flatiron which Charlie Chaplin held in his hand was cut from a piece of ordinary pine. The figure of Chaplin himself was made from cardboard, braced with one-inch strips. The figure of Charlie's blonde friend was borrowed from a cloak store. The head appearing in the window was of paper.

As I have described this display, it would indeed be a very unattractive advertisement. Realizing this, I resorted to the use of a small motor and arranged a very simple mechanical device, whereby the iron traveled at short intervals across the pressing board, carrying with it Charlie's arm, the elbow and wrist of which I had pivoted with small rivets, giving it free action. Using the same power that moved the iron, I so arranged the mechanism of this paste-board fixture that the cane in Chaplin's left hand would intermittently reach out for the female figure's neck.

I am giving you this description in very matter-of-fact form, and in reading it the same may sound tame and unattractive, and you will be surprised, doubtless, to learn that such a display as this completely filled the lobby of the theatre in which it was shown for four consecutive days and nights.

In the event that the reader should get some idea that such an advertising freak as this entails any great expense, I simply want to state what the entire outfit was produced at a cost of approximately $12, and that the results obtained therefrom during the four days in which it was in operation doubtlessly netted this theatre several hundred dollars.

It might be of interest to the readers to know that the suit which was worn by the female model was borrowed from a tailor in the establishment under rather peculiar conditions. As I needed a woman's suit, I went to a nearby tailoring shop and requested the proprietor to lend me one.

This he refused to do, telling me that he would be glad to rent me a suit provided I placed in his hands sufficient funds to cover any damage which might be done to it. I countered his proposition with the following offer: I agreed to take the suit, place it on the model and attach at the bottom of the skirt a 10x12-inch card stating that "this suit is sold by" the tailor in question, that if on the strength of this advertising business did not "pick up" I would be willing to pay any reasonable rental. Following the day on which this display first appeared, the merchant sold more suits than he had the entire previous week.

For several days prior to installing this little "ad." I made a general study of the type of public who passed before the doors of the theatre, and noticed among the by-passers a great many Jews. The idea occurred to me that I should resort to some trifling departure in order to appeal particularly to these people. As a result of this, I reproduced on the lower right-hand corner of the counter in front of Chaplin a phrase in Yiddish which, translated, is as follows: "Charlie busy by cloaks." This phrase was immediately taken up by every cloak and suit man in the neighborhood and in a great many of their windows they also have miniature figures of Chaplin "Busy by Cloaks." And this trifling appeal to the Jewish people excited great interest and custom on their part.

With competition as keen as it is to-day in the moving picture busi-

MR. KASHIN WILL ANALYZE YOUR LOBBY. SEND PHOTOGRAPHS TO HIM CARE OF THE WEEKLY.

MR. KASHIN, in connection with his "Lobby Display" articles in the Moving Picture Weekly, will be glad to have the exhibitors send him photographs of examples of their displays. These he will be glad to analyze in the columns of the Moving Picture Weekly, showing what is good and what is useless and what is even dangerous in any exhibitor's lobby.

Before starting this series, Mr. Kashin wishes it distinctly understood that a certain kind of lobby display might be all right for one theatre, but would be entirely wrong for another theatre differently situated, with different oppositions and patronage. What might get by on 14th Street as a commendable display, might drive all of an exhibitor's trade away if used at the Strand or Rivoli.

In sending in photographs, he asks each exhibitor to be explicit as to the location, age of service, kind of opposition, and price of admission. In order that exhibitors might understand, to a certain extent, the classifications Mr. Kashin has made for moving picture theatres, he has divided them as well as possible into three classes.

Any one who makes a statement in these times should preface it with the qualification that there are exceptions to every rule. In his future discussions of the lobby as a money producer, Mr. Kashin, manager of the Broadway Theatre of New York, will refer to theatres under three heads. It being humanly impossible to arbitrarily place every theatre in one of these three classes, it follows that any theatre which cannot be classed thus will be an exception to the rule.

The three classes and the names selected by Mr. Kashin are, first, Metropolitan; second, Cosmopolitan; third, Neighborhood. These three classes often overlap and it may be necessary to further subdivide them in the work that Mr. Kashin is going to do for exhibitors. But for the time being we will try to get along with these three. An explanation of the designations will serve to limit them as much os possible.

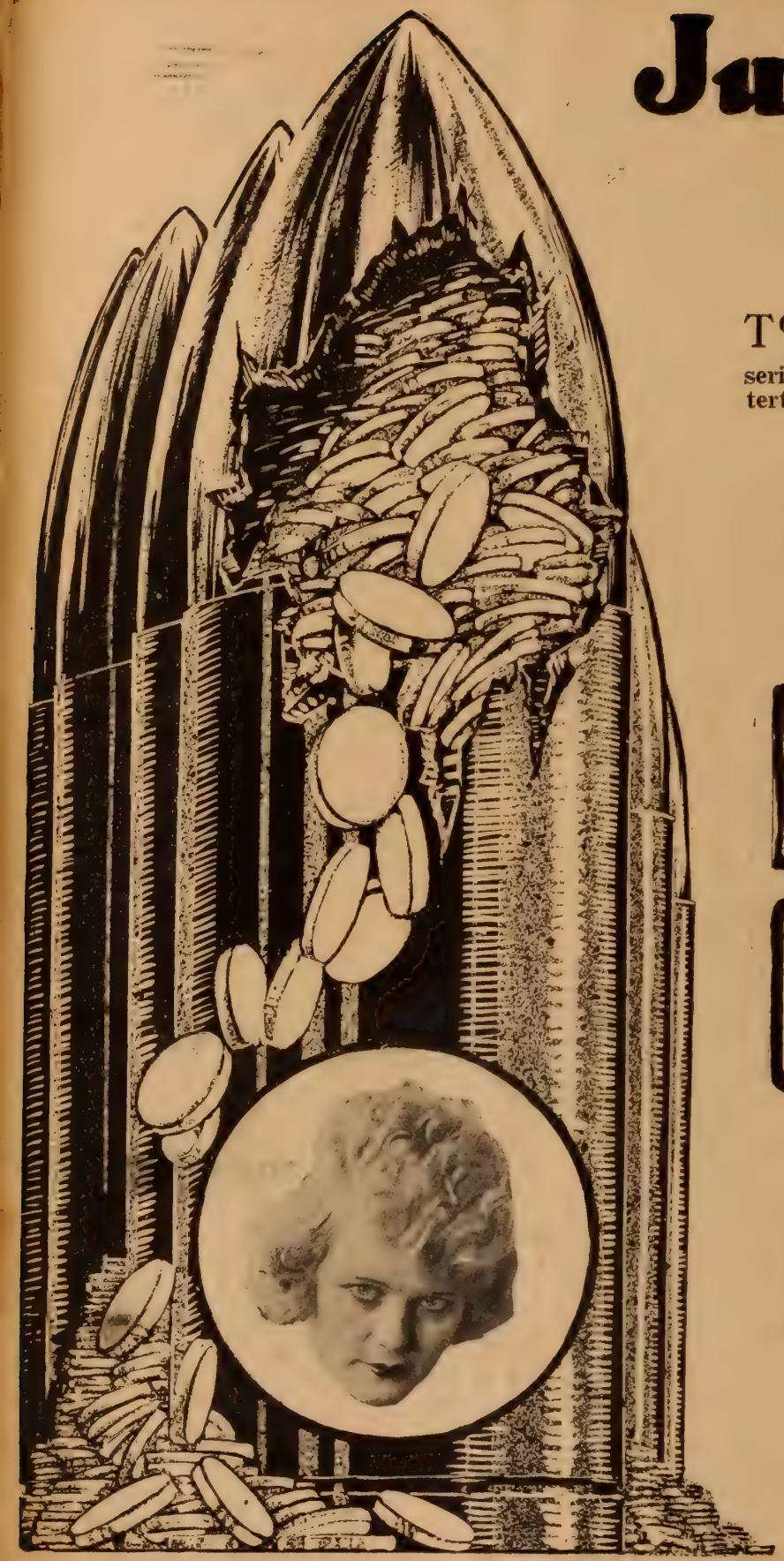
Metropolitan.—By this term Mr. Kashin means a "big time" house, on a principal thoroughfare, playing important pictures, usually first run, and usually having keen opposition. In some cities this would be called a "downtown house," in others a Broadway type. This theatre would do considerable advertising, both in the daily newspapers and on the billboards. It would also place a great deal of importance in its lobby display, for it usually plays an entire week and depends almost entirely on what is called transcient trade. Nevertheless, there are a number of theatres of this class which draw in the same way that the neighborhood house draws.

Cosmopolitan.—If you are an exhibitor in New York City, you will understand better what is meant by this term if we use another. The other would be "Fourteenth Street" house. Houses of this class are in the poorer, and every bit as crowded, portions of the city; they have even keener competition, draw from an exclusively "drop in" trade and rely solely on their lobby and nearby billboard display. They can charge from ten to fifteen cents plus war tax, and must have sensational sounding pictures and striking, knock-'em dead posters. In fact, most exhibitors in such localities book the picture on the paper.

Neighborhood.—As its name implies, this house is not situated in such a way as to draw much of a transcient trade. It must be more conservative in every way. It depends for its life on the continued good-will of the immediate community in which it is situated. A neighborhood theatre has very little opposition and its principle job consists of building up a regular and constant patronage from people within easy walking distance. It very seldom does any newspaper advertising and its billboard displays is confined to nearby boards. Its lobby is its principle dependence for drawing power.

ness, with thousands of people who each day and night make it their business to inspect theatre fronts, seeking some film production which they feel would be of interest to them, the lobby display fronts are becoming even greater drawing cards than the old (I need not say old) overworked newspapers "ads." and readers. No exhibitor need feel that these displays are too expensive for him to tackle. They can be produced at almost a nominal cost in comparison to the results which they bring; the secret of a proposition of this nature is primarily in producing something that will appeal to common, ordinary, childlike human nature; secondly, it is necessary that some analysis be made of the possible patron who passes before the theatre front. It is simple enough when one sits down and gives the matter a little commonsense thought and study.

Lobby display for the Broadway on Violet Mersereau in "Together."



Just Packed
for all

TO divert the minds of millions of people from
"THE BRASS BULLET" is the biggest and b
serial bet on the market. It breathes happiness,
tertainment, romance, adventure.

BOOK IT

"T
BRA
BUL

Featuring
Juanita

—is going over big. Bringing home the coin to E
hibitors. Reports from almost every quarter of t
United States show that "THE BRASS BULLET"
getting the money week after week without a let u

UNIVERSAL FILM MFG. C
Carl Laemmle, President

with Coin Exhibitors

ECAUSE of its highly fascinating episodes, all packed to capacity with 100 per cent entertainent, it is proving itself the box office power for ndreds of exhibitors in every State in the Union.

IE BOOST IT

ASS LET"

Bewitching Hansen

th bewitching JUANITA HANSEN, most beautiStar that ever appeared in ANY Universal Serial, have a tremendous week after week drawing wer. Your nearest U Exchange will show you

gest Film Mfg. Co. in the Universe
00 Broadway, New York

An Open Letter to LEO L. LANDAU

Milwaukee, Wis.

DEAR MR. LANDAU:—

This personal letter, addressed to you, is to inform you that I have instructed every employee in our Advertising, Publicity Department, Promotion Department, and every other department through which our productions are exploited, to advertise truthfully every picture released by the Universal.

Out of the maze of mis-statements that flood the trade papers every week will shine the brilliant piercing light of truth. It is my intention to call a spade a spade.

I shall pay absolutely no attention to the glaring statements of "greatest this" and "mightiest that" and "biggest this" in competitors' advertising, for after all, as Abraham Lincoln once said: "You can fool all the people some of the time and some of the people all of the time, BUT you can't fool all of the people all the time."

It is a fact known in the trade that Universal Special Attractions are superior, and it is the TRUTH that they are superior, for in many cases we are getting higher prices for U Special Attractions than competitive productions.

Exhibitors, as you well know, are NOT paying more for these SPECIAL ATTRACTIONS unless they are truly special attractions, and they are special in every sense of the word. Special in story, special in star, special in direction, in lavishness of sets, locations, scenes, photography, and extra special in their high dramatic and entertainment value.

Universal Special Attractions are pronounced patronage builders. Dorothy Phillips, in "THE TALK OF THE TOWN," will be the talk of the entire country. HERBERT RAWLINSON, in "SMASHING THROUGH," is bringing home the money to Exhibitors. MAE MURRAY in "THE BRIDE'S AWAKENING," is winning in all parts of the country. MARY MAC LAREN, in "BREAD," is doing big things in receipts everywhere, and so it is all along the line in these SPECIAL ATTRACTIONS. Our Mr. J. D. Roderick, manager Universal Exchange at 133 2nd street, in your city, will arrange a private showing of any or all these SPECIAL ATTRACTIONS. Please make an appointment, review these productions and extend to me the courtesy of your opinion.

Very truly yours,

Carl Laemmle

SCENES FROM THE ANIMATED AND CURRENT EVENTS.

Y. M. C. A. workers at the French front.—Animated.

All prize winners in their own show,—Current Events.

While the mechanic replaces a spark plug.—Animated.

Of course surgeons wear gas masks.—Current Events.

Yanks in streets of St. Mihel, France,—Animated.

Overhere preparing for overthere.—Current Events.

And Now the Storm of Everywhere

Jewel Productions (INC.)
1600 Broadway, N.Y.

I will play return date on
"CRASHING THROUGH TO BERLIN"
R. M. Jaretzki mgr.
Colonial Theatre
S. Pasadena, Cal.

"Biggest Clean-up in years"—
"Give us more like it"
Dave Kerman
Chester Theatre
1671 Pitkin ave
Brooklyn
N.Y.

Jewel Productions
New York
"Stood 'em out in lines to street"
Nischler Theatre
Altoona, Pa.

Played "CRASHING THROUGH TO BERLIN" for three days. Big. Will book more Winners like this at any time.
Glynne & Ward's
Theatrical Enterprises
Brooklyn,
N.Y.

"CRASHING TO BE

READ these words from pleased, satisfied, ENTHUSIASTIC Exhibitors who have cleaned up with --- "CRASHING THROUGH TO BERLIN." We can show you hundreds and hundreds of expressions like this -- letters, telegrams, and messages of enthusiastic satisfaction.

The Financial Clean

ANY UNIVERSAL EXCHANGE IS PR
OF YOUR NEEDS FOR NEWSPAPEI
ALD ADVERTISING—LOBBY DISP
PRESS MATTER ALL DONE IN A H
MONEY. WIRE TODAY TO YOUR

Praise from Exhibitors on

Jewel Productions Inc
New York

"Played with great success—heartily recommend this picture"
Dan C. Riddle
Los Angeles
Royal Theatre

Jewel
Productions (Inc)
New York

"Hundreds turned away at opening"
Tremont Temple
Boston, Mass

Jewel
Productions (INC)

THREE CHEERS FOR "CRASHING THROUGH TO BERLIN" OPENED TO FOUR THOUSAND ADMISSIONS, ALL SEATS TWENTY FIVE CENTS

J. I. SCHNITZER
INDIANAPOLIS, IND.

Jewel
Productions INC

"Went over big. Gratifying Success. To every Exhibitor advantage to book this Winner"
Jos. J. Hopkinson
Hamlin Theatre
Chicago, Ill.

THROUGH

RLIN"

up of the Year—

RED TO INSTANTLY TAKE CARE
)VERTISING—BILLBOARDS—HER-
S—PUBLICITY AND COMPLETE
WAY TO GET THE CAPACITY
AREST UNIVERSAL EXCHANGE.

BOOK this great History of the war because you have read these testimonials. Take these words as your guarantee that -- "CRASHING THROUGH TO BERLIN" is the biggest financial clean up of the season. Book it and boost it like you've never boosted before.

Gentlemen!

Draw your own conclusions

"I THINK 'THE KAISER, THE BEAST OF BERLIN,' IS THE GREATEST PICTURE EVER PRODUCED. I PLAYED IT TO A $386.00 HOUSE AND IF I COULD HAVE ACCOMMODATED THE CROWDS I COULD HAVE GOTTEN OVER $500.00 WISHING YOU CONTINUED SUCCESS WITH 'THE KAISER, THE BEAST OF BERLIN,' I REMAIN,

"Very truly yours,
"GOODEN & SON."
By H. E. Gooden.

Parnell Opera House,
Parnell, Mo.

Repeat!

"The KAISER— the Beast of Berlin"

JEWEL Productions INC
1600 Broadway, New York City

America is Roaring with Laughter at—

—the comedy scream of the season—"THE GEEZER OF BERLIN" that is more popular right this minute than the day it was released. Here's what one Exhibitor writes in about—"THE GEEZER":

"I opened at The Colonial Theatre Beaver Falls with "THE GEEZER OF BERLIN." The house broke all records for matinee and at night we did smashing business. Everybody delighted with this comedy." EDWIN GOODMAN,

Elite Theatre, Midland, Pa.

"THE GEEZER OF BERLIN"

A TRAVESTY on "THE KAISER-the Beast of Berlin"

—is doing the same smashing business in hundreds of theatres in every State in the Union. In some places it has been a veritable cleanup and a knockout. In other places it has only topped the very good comedy attractions—but everywhere shown it has and still is—right this very minute—getting the extra coin and extra profits for Exhibitors. YOU can't afford to pass this winner by, especially now when America's millions want to see the Kaiser dragged in the dirt. Book and boost it to the limit.

JEWEL PRODUCTIONS
INCORPORATED
Executive Offices, 1600 Broadway, New York City

Get this while the Getting is Good!

SIX JU

EVE

Dorothy Phillips

"PAY ME"

Mildred Harris

"The PRICE OF A GOOD TIME"

Elaine Hammerstein

"The CO-RESPONDENT"

VE

PRO

See and Book Every One of these Admirable Productions at any

JEWEL
Productions INC
1600 Broadway, New York City

The Whole
Family will love

Mildred Harris

fascinating star of
"The Price of a Good Time"
& "The Doctor and the Woman"

in Lois Weber's
latest photoplay
triumph.....

"For Husbands Only" As tantalizing as a Wink!

"THE YELLOW DOG"

The Mongrel Patriot That helps *the* Kaiser by Discouraging America . . .

"An Unusual Picture" - *N. Y. GLOBE*

You bet it is! The most unusual picture of many a year, because it has a real idea behind it—because millions read the original story by Henry Irving Dodge in the Saturday Evening Post and Harper & Brother's book—because in nearly every city and town in the country there's a great big national patriotic organization all set and ready to boost your showing of "THE YELLOW DOG" with all the power of its members. But book it in the first place, because it's a whale of a picture.

JEWEL Productions Inc
1600 Broadway New York City

HELP AMERICA GET RID OF THE BEAST

Mary MacLaren in "Vanity Pool"

Vol. 7 NOVEMBER 23, 1918 No. 14

The brilliant Star
Marie Walcamp
IN
"Tongues of Flame"
A Remarkable Drama of the Days of '49
Get these BIG Facts
Author – Bret Harte, famous California Novelist and Fiction King.
Director – Colin Campbell, creator of the "Spoilers", from Rex Beach's famous Novel.
Scenario – by Lanier Bartlett who furnished the Screen Version of "The Spoilers."
Photographed – in the identical Locations described in Bret Harte's Story.
Exquisite Shots of the wonderful Redwood Forests of California.
Book thru your local BLUEBIRD Exchange or Bluebird Photoplays, Inc. – 1600 Broadway, New York.

Official British War Pictures

DROPPING A "CAN" ON A "SUB"

"Fighting for Freedom"

7 SMASHING BIG EPISODES

Guaranteeing 7 Weeks of Capacity Business.

Book thru your nearest Universal Exchange, or communicate with the UNIVERSAL FILM MFG. CO., "Largest Film Mfg. Co. in Universe," CARL LAEMMLE, Pres., 1600 Broadway, New York.

To
Exhibitors!

Use the Following Catch Phrase prominently in your Advertising:

"Fools Rush In Where Husbands Fear To Tread"

It's the big Punch of the Comedy Drama:

"ALL NIGHT"

with Bewitching

CARMEL MYERS

The human touches that get right under your

audiences' skin are the touches that make this CARMEL MYERS' a winner. If you played Miss Myers in "MY UNMARRIED WIFE" in your House, you know how big your receipts were and how delighted your patrons were with that play. Here you get the same minxsome action in a play full of human interest, delightfully funny. Light, entertaining photo dramas are going over big right now while the world is growing into a happy mood by leaps and bounds. Boost this CARMEL MYERS play and it will boost your receipts.

BOOK thru your local BLUEBIRD Exchange, or communicate with BLUEBIRD Photoplays (Inc.), 1600 Broadway, New York City.

YES, YOU!

NOW—TODAY—THIS MINUTE—IS THE TIME TO SHOW

"Around the Clock with the Marines"

Clean up again just as you did on the other big Y. M. C. A. Specials: "Around the Clock With the Rookie" and "Around the Clock With the Sailor." It's a corker!

"Around the Clock with the Marines"

Shows how we train those mighty fighting men who turned the Hun hordes back from Paris and saved the world.

BOOK THIS UP-TO-THE-MINUTE WINNER SURE

Your nearest Universal Exchange. Or

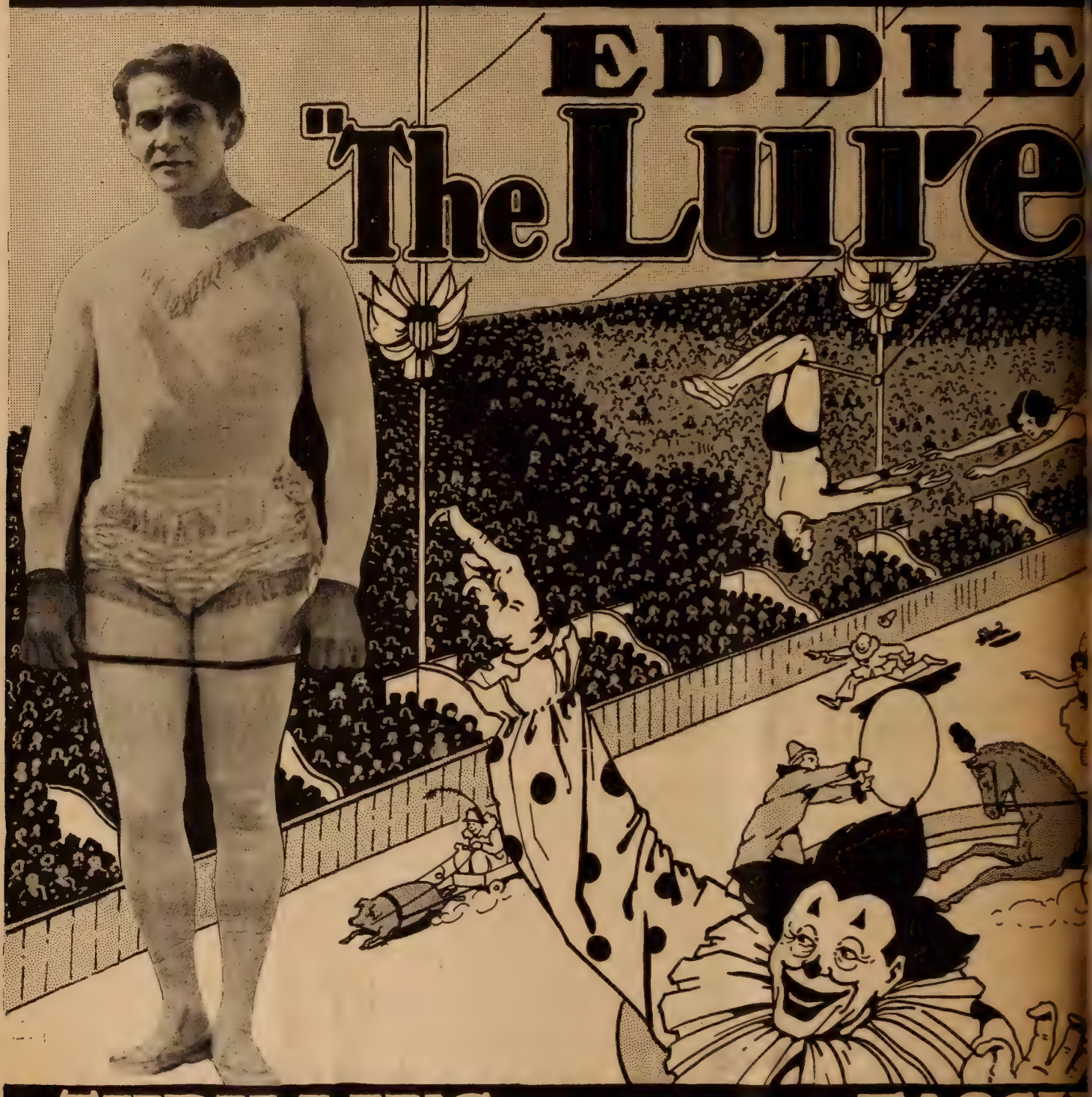
UNIVERSAL FILM MANUFACTURING CO.

1600 Broadway, N. Y. Carl Laemmle, Pres.

Circus Scenes representing
Million Dollars Shown in thi
By Miles the Greatest Circus

EDDIE

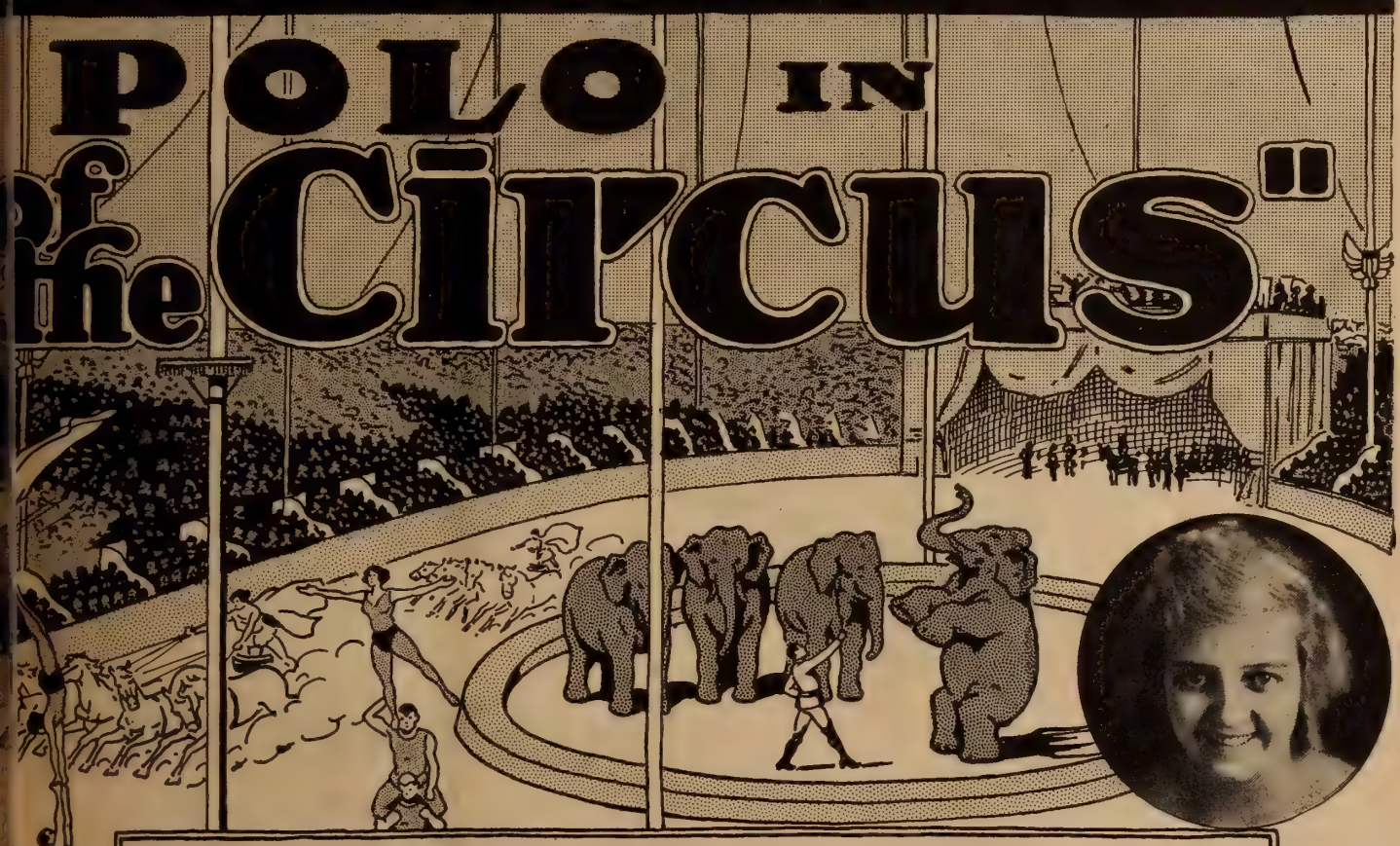
"The Lure"



THRILLING FASCI
Book Now! - It's the wisest

n Outlay of more than Half a
Vhirlwind Serial Winner
Serial Ever Filmed

POLO IN
The Circus"



Eddie Polo with Eileen Sedgwick and huge circus cast in

"THE LURE OF THE CIRCUS"

will positively smash serial competition into smithereens if given the advertising support that is due it

IF such a thing were business like we would absolutely GUARANTEE "THE LURE OF THE CIRCUS" serial to outpull any serial ever filmed. Strong statement, you think? Don't take our word for it. GO SEE THE FIRST EPISODES WITH YOUR OWN EYES. Your eyes won't deceive you. You'll be amazed—thrilled, old showman, though you may be, at the whirlwind action and tremendous events. $500,000 would NOT pay for the sets shown in the first episodes alone.

AMAZING circus action filmed under the big tops of one of the largest circuses on earth. A story packed to capacity with thrills of unbelievable character. To be advertised every week like your big feature production. IT WILL CLEAN UP FOR YOU. You'll be the gladdest exhibitor in your town when you get this serial. It's a whale of winner. Get a copy of the big ad campaign book, then book, and boost with all your might. ACT NOW—TODAY—THIS MINUTE.

Book thru your nearest Universal Exchange, or communicate with the UNIVERSAL FILM MFG. CO., "Largest Film Mfg. Co. in the Universe," CARL LAEMMLE, Pres., 1600 Broadway, N. Y.

TING UNPARALLELED
nvestment You ever made.

Roguish-Minxsome Delightful
Edith Roberts
In one of her most charming plays
"SET FREE"
WOULD you like to see a happy play? Would you like to see something quite new? Are you tired of the blood-and-thunder dramas—of the sex dramas? Would you like to see a clean, wholesome, delightful story, splendidly acted—highly entertaining—something your whole family can see and hugely enjoy? Then take them to see—delightful little Edith Roberts in—"SET FREE."
Your Theatre Name Here
T. C. Cut No. 52—Mat 20c.

No Difference

in the actual newspaper space occupied by this 3-column ad and the regular 2-column ads we prepare for every feature production. Where the usual 2-column ads are approximately 6 to 7 inches in depth—we have shortened this Edith Roberts ad in depth and simply increased it in width, giving you a better showing in the newspaper FOR THE SAME COST of the space. If you will use this ad, you'll do business on this feature. Read the copy yourself and see how it tells you the idea to go see this play. It will tell your patrons the idea in the same identical way. Book this play, and use this newspaper ad.

BOOK thru your local BLUEBIRD Exchange, or communicate with BLUEBIRD Photoplays (Inc.), 1600 Broadway, New York City.

Exhibitors Box Office Reports

LAST MINUTE REPORTS

Editor's Note: The Box Office Report chart includes all pictures released since August 1 on which a sufficient number of exhibitor reports have been received to base a verdict. In the column "Average of Exhibitors' Reports" the term "Extra Big" indicates a picture which far surpassed expectation; "Big" means a picture doing better than the usual business for that day under average conditions; "Average" is the grading given the production on which business held up to normal; "Poor" indicates the picture falling below normal in box office and entertainment value.

The comments given are no indication of the number of reports received, as many exhibitors merely check off the grading without comment.

-- and Remember -- these reports are from the men who pay the bills.

BREAD—(MacLaren) (Universal)—BIG. "Went very big." "It was well advertised and brought good patronage-money and satisfaction. Title put it over."

BRAZEN BEAUTY, THE—(Priscilla Dean-Bluebird)—BIG. "Priscilla Dean is to be reckoned with as a coming Star." "Her assets are beauty, brains, intelligence and personality."

CRASHING THROUGH TO BERLIN—(Jewel)—BIG. Extra Big Business.

FOR HUSBANDS ONLY—(Jewel)—"Exceptionally good." "Great Picture." "Good business." "First run down-town opened extra big and continued good business during week, closing extra big."

THE KAISER, THE BEAST OF BERLIN—(Jewel)—EXTRA BIG. "The best drawing card yet."

THE TALK OF THE TOWN—(Phillips-Universal)—BIG. "Fair business first day—better second—excellent third. Good story daring in the extreme, carried through successfully by Dorothy Phillips' clever acting and gowning of picture."

THAT DEVIL BATEESE—(Monroe Salisbury-Bluebird)—BIG. "Big business." "One of Salisbury's best."

A WOMAN'S FOOL—(Harry Carey-Universal)—BIG. "Big to average." "Extra Big." "Good story." "Big picture to average business."

An Open Letter to
MR. JACK KUHN

Mgr. Loew's Stillman Theatre, Cleveland, Ohio.

DEAR MR. KUHN:—

With the epidemic over and the opening of the theatres all over the country, and the war over, Exhibitors are happy. So are we.

During the close up, while old pictures were being released, many an Exhibitor learned the tremendously valuable lesson of 2- 3- and 4-day runs. It has taken almost a country-wide catastrophe to drive home this great lesson.

With no pictures released during the close down, Exhibitors found that past UNIVERSAL SPECIAL ATTRACTIONS were as big drawing cards months after release date as they were on the very first day of their release.

WHAT DOES THIS PROVE TO YOU, MR. KUHN? Doesn't it prove conclusively that if our SPECIAL ATTRACTIONS pull as big two, three or four months after release date as they do when brand new, that the BOX OFFICE VALUE is there irrespective of days or dates of release?

Doesn't it convince you that UNIVERSAL SPECIAL ATTRACTIONS are the equal of any and the superior of most big feature productions, quality for quality, story for story, sets for sets and every other detail right straight thru?

Example—Go see "KISS OR KILL" or "THE WILD CAT OF PARIS" (soon to be released) with Priscilla Dean—also Dorothy Phillips in—"THE TALK OF THE TOWN" which, by the way, is already the talk of the entire country in Box Office receipts to Exhibitors. Fine comb the entire field of pictures and you can't find the equal for three consecutive releases in ANY feature producing company in existence. We challenge the world to show three such Box Office clean-ups for Exhibitors as these three consecutive pictures. Have you booked them?

Cordially yours,

Carl Laemmle

"Hello!—Yes!—This is Miss Phillips.

—yes—yes—well, isn't that fine—five days, eh?—that's just splendid. I knew when we read the script that "THE TALK OF THE TOWN" would be a winner.—Yes—I've received letters from scores of happy Exhibitors who have told me of their big success with "THE TALK OF THE TOWN"—yes—yes—is that so? Yes—I heard that in the New York Territory——"THE TALK OF THE TOWN" has proven the biggest winner in months. And Exhibitors are repeating it already—and in Chicago, too.

"Yes!—So I've been told."—

—Proves to me that after all—"the play's the thing," and that the public will flock to see a play that has genuine merit. Success as big as this spurs me on to still greater efforts, particularly such splendid success that Exhibitors are writing me about in every mail. If my pictures are making money for Exhibitors today, you may tell them that they can expect far greater pictures in the future, for all that I possess in artistic sense and ability to act, and all that those possess who work with me will go into every Dorothy Phillips picture released. Everybody is talking of "THE TALK OF THE TOWN." Look for even bigger successes in the future.

Cordially yours,

DOROTHY PHILLIPS.

THE MOVING PICTURE WEEKLY

A MAGAZINE FOR MOTION PICTURE EXHIBITORS

Published Weekly by the MOVING PICTURE WEEKLY PUB. CO.
1600 BROADWAY, NEW YORK CITY

PAUL GULICK, *Editor* JOE BRANDT, *Bus. Mgr.*

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Vol. 7. NOVEMBER 23, 1918. No. 14

AT THE REQUEST OF THE GOVERNMENT.

TO conserve stationary, the War Industries Board has asked us to issue the following suggestions:

1.—Single space all typewritten letters.
2.—Use both sides of the paper if length of letter requires more than one page.
3.—In making carbon copies, use the back of the letter received instead of a fresh sheet.
4.—When letters are short enough use half-sheets.
5.—Use scraps of paper and envelopes as memo pads.

As loyal Americans we ask you to govern yourself according to the above government rules.

UNIVERSAL FILM MFG. CO.,
Carl Laemmle, President.

ORANG-OUTANG FIGHTS "FLU."

JOE MARTIN, a huge orang-outang, employed as one of the animal actors at the Universal Film Company studios on the coast, is recovering from what is probably the worst case of Spanish influenza on record. The beast suffered tortures in proportion to his enormous strength, which according to a statement on the species by Rudyard Kipling, is fourteen times as great as that of a man.

The orang-outang wasted away to the form of a skeleton, and his great strength vanished until he had no more than that of a child. Heroic surgical and medical treatment was resorted to, and after a long siege Joe Martin finally pulled through the ravages of the disease.

WAR TITLE FOR MOVIE MAN.

ALLEN HOLUBAR, a director at Universal City, is the proud possessor of an unusual honorary war title. He has been made an honorary member of "Fragments From France," an organization made up of fighting men who have been invalided home.

The induction of Holubar into this exclusive group was made as an appreciation of the director's service to the cause of humanity in the production of the Universal's latest war film, featuring Dorothy Phillips. The picture is temporarily entitled "Carry On."

EDDIE POLO COMING.

Flash—Eddie Polo is Coming to New York, Hire a Spotted Pony and Book a Few of Your Best Theatres and Send Him Back.

Joe Martin with the Flu.

EDDIE POLO, acrobatic "stunt" man, who has just finished the Universal film, "The Lure of the Circus," and is suffering with fifty sprains therefrom, is coming to New York to spend his four weeks vacation.

Polo has made thus far three 100-foot jumps into a river, has leaped twice from a rapidly moving train into an automobile, and has had fights with mobs for scenes in the film. His contract calls for two "stunts" at least in every episode.

Recently the Spanish influenza epidemic caused a shutdown of production work at Universal City. It was then that the hurts strewn over Polo's frame were counted and classified. He believes that the Spanish influenza saved his life, for if it hadn't come along he would have had to attempt further feats while in a crippled condition.

HOW APACHES OF PARIS DEFENDED NATION REVEALED.

IN the archives of the military and and police officials of Paris is an historic romance of the underworld. It tells in cold, formal style the details of how the criminals who for years had infested the hidden, underground places of the French capital did their part when the German invaders drew near the city.

The official reports testify that the Apaches of Paris reformed as if by magic, and that the city was purified by the impending peril of attack.

Men who had lived by burglary, highway robbery and all forms of crime found that a bigger purpose existed in life for them. Hardened hearts were remoulded by the call of patriotism.

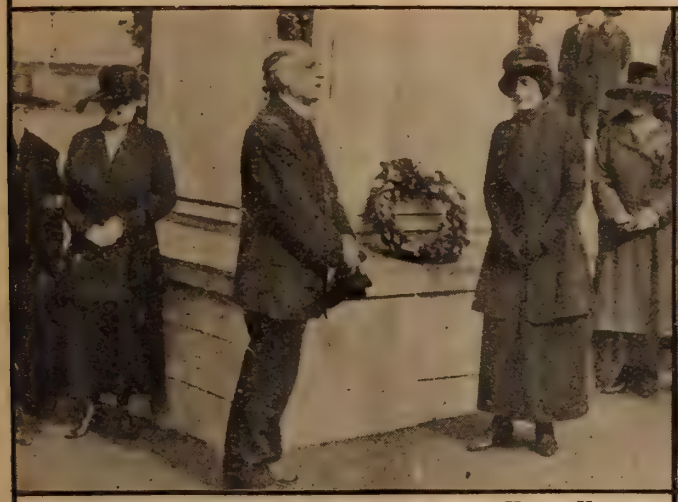
It was then that the gendarmes of Paris discovered strange things. They found in the ranks of soldiers faces which were familiar counterparts of portraits in the Bertillon Bureau, or rogue's gallery. They discovered instances of criminals who had been long sought, dying on the battlefield.

This subject forms the basis of a motion picture recently completed by the Universal Film Company, entitled "The Wildcat of Paris." Priscilla Dean, the star, is cast as a queen of the Apaches, who leads the denizens of the underworld in the defense of their country.

JUANITA HANSEN STAR OF NEW BLUEBIRD RELEASE.

With Juanita Hansen as his featured player, Colin Campbell did rapid work in filming "The Wrong Side of Paradise," a five-reel drama. The story is laid around the Barbary Coast in San Francisco, and deals with the operations of the German spies. George Hull wrote the story, which was scenorioized by H. Tipton Stock. It will be released as a Bluebird under the title, "The Sea Flower."

SCENES FROM ANIMATED WEEKLY No. 49.



Bishop Fallows and "Gold Star" Mothers Honor Hero Dead in Chicago.

New York Subway's Worst Disaster.

Even Their Women Have the British Bull-dog Grip.

Hospital Built on a Famous Paris Racetrack for Wounded Americans.

Cadet D. W. Griffith, Honor-man of West Point's 1920 Class.

The British Naval Auxiliary Has Learned a Thing or Two from Their Brothers' Setting Up Drill.

PRISCILLA
DEAN in
"KISS or KILL"
The Love Story of
a Lonely Burglar
UNIVERSAL
SPECIAL
ATTRACTION

"KISS OR KILL"

"She had my gun and she had my overcoat. "Is there any other little thing I can do for you" says I.

"KISS OR KILL"

"I may look allright but I feel like hell--- What did you say the lady's name was!"
"Her gunplay was so cute I kept my hands up just to please her"

"KISS OR KILL"

"To whom are you alludin' at?" says I, just like a society guy. He never opened his face. Just glared at me like he wanted to take a bite out of my neck.

"KISS OR KILL"

"KISS OR KILL"

"KISS OR KILL"

"Keep The Home Fires Burning"

Industrial Department of the Universal Completes Feature Depicting the Nations War and Peace Power.

A VICTORY PICTURE.

Made in Co-operation with the American Defense Society.

THE American Defense Society and Universal Film Manufacturing Co., announced last week the completion of a super-film presenting a narrative of America's war and peace power. The film shows, in effect, how the nation accomplished the military and industrial salvation of humanity in its struggle against Hundom and how it is equipped now to achieve infinite good for the world.

"Keep the Home Fires Burning" is the title of the production. It is said to be one of the most spectacular films ever made, and the first of what may be called victory films. The picture will be issued as an official message of the American Defense Society, with the support of that organization.

Several nationally prominent men are said to have originated the basic ideas of the production. They collaborated for weeks during their vacation devising the general plan of what they hoped would be an epical review of the nation's achievements.

"Keep the Home Fires Burning" was made at the Universal studios by Harry Levey, manager of the industrial department of the Universal Film Manufacturing Company, under the direction of the American Defense Society.

Its national officials and trustees are men who serve without pay to advance America's ideals. In every State prominent men and women identified with war work and reconstruction plans are its representatives. It does things that the Government cannot do, as it does not have to wait for legislative enactment, but accomplishes reforms by the force of American public opinion.

In Production Several Months.

This picture has been in the making for many months. That is, scenes here and abroad have been made which would lend themselves to the first victory picture. It would appear that the producers had a prophetic vision in so doing and forestalled by many months other film concerns.

The executive officers of the American Defense Society are Charles Stewart Davison, chairman of the board of trustees; Henry C. Quimby, chairman of the executive committee; Robert Appleton, treasurer; H. D. Craig, secretary, and Louis Goldstein, secretary of the Women's National Committee.

Among the honorary officers are Theodore Roosevelt, former Ambassador to Germany David Jayne Hill, former Ambassador to France, Robert Bacon, Vice-President of the Navy League, Perry Belmont, former Attorney General of the United States, Charles J. Bonaparte, President John Grier Hibben of Princeton University, Henry B. Joy, former president of the Lincoln Highways Association, and Charles S. Fairchild, former Secretary of the United States Treasury.

The roster of its authors' committee includes Mary Roberts Rinehart, Rex Beach, George Ade, Gelett Burgess, Irvin S. Cobb, Hamlin Garland, George Barr McCutcheon, Julian Street, Owen Wister and Mrs. Wilson Woodrow.

Governors Whitman, Cox, McCall, Edge, Lowden and twenty-one other chief executives have sent telegrams of endorsement welcoming this picture to their States, and over two hundred Chambers of Commerce of leading cities are co-operating in putting this picture across.

Shows Nation's Preparation.

The film traces the amount of preparation that was necessary and shows how it has not been wasted, but will be of use now that peace has dawned.

The epic of American steel, from the time it leaves the bowels of the earth until it finds its way to the battle line in the shape of some avenging engine of destruction, is told. The same is done for coal. The conversation of food comes in for its share of attention.

The hundreds of miles of railroads that had to be built in France alone to supply our lines, the amount of rolling stock and locomotives and equipment are called to mind by views of the works where these wonders are performed.

Standardized steel ships are launched before our eyes, emergency wooden ones leave their ways by the dozen, and the experimental concrete ships are not ignored. Cruisers, dreadnoughts, destroyers, chasers and patrols, and craft of every description, in fact, the entire grand fleet, is visioned for us both in the making and its finished might as it will attend to the disarming of the German fleet.

Much interest attaches to the aircraft scenes. Airplanes in every phase of construction, from the uncut spruce in the forests of the Northwest to the adjustment of the finished motor, are visualized; while the military value is presented in a series of unusual shots taken at the front.

Which brings up to the industry climax of the story. The increasing power that labor is acquiring in the councils of the Government is shown and how in every instance the Administration has been a government by the people, of the people and for the people; and how it shines when compared with any other Government on earth.

A returned soldier, who appeared in the earlier scenes, reappears, and shows that undreamed prosperity is staring us in the face, and that the heritage of our children shall be undreamed-of wealth. He points out the fact that it is ever more apparent that we are all partners in the same enterprise, that co-operation is taking the place of competition. It is said "Keep the Home Fires Burning" has a strong finish that brings home the influence the war has wrought upon the thoughts and hearts of men.

L-KO NOTES.

The L-Ko studio looks more like a menagerie than a menagerie itself these days. Pigs, dogs, cats, horses, mules, monkeys, baboons, mice, parrots, donkeys, mosquitoes and chickens all go to make up the long list, which shows how far a movie company will go to make the public laugh.

Director Vin Moore is making a rural speciality, featuring Alice Howell and Hughie Mack, called "The Cabbage Queen," in which the various domestic animals play no small part. It will be released Dec. 11 as a Century Comedy.

A parrot is one of the entertainers in Noel Smith's new L-Ko comedy, "Starting Their Finish," with Dick Smith, Heine Guggenheim, Helen Lynch and Jack Henderson, showing the humorous side of prison life.

The main beasts used in "A Run With the Hun," directed by Charles Avery and featuring Billy Armstrong, Charlie from the Orient, Eva Novak, Jim Donnelly and Charles Inslee, are monkeys, the Kaiser's goat and old Kaiser Bill himself as played by Bill White.

Charles Parott seems to favor the parrots which cause a great deal of merriment and excitement in "Hello, Trouble," with Billy Armstrong, Babe Hardy, Peggy Prevost, Bartine Burket, Charles Inslee and Fay Holderness.

Theatre erected by the Universal at Columbus Circle, New York, for the purpose of assisting in raising the Fourth Liberty Loan.

NEW PRODUCTIONS.

FOLLOWING the Bluebird Pictures already announced, which are: Monroe Salisbury in "Hugon the Mighty," Carmel Myers in "All Night," Marie Walcamp in "Tongues of Flame," Edith Roberts in "Set Free" and Ruth Clifford in "The Cabaret Girl," we take pleasure in announcing two new Bluebirds:

Monroe Salisbury in "The Light of Victory." The original story was written by George Hull, under the title "Breathes There a Man," and in story form made a decided impression on the reading public. It is "The Man Without a Country" brought up to date. Monroe Salisbury is supported by Fred Wilson, Fred Kelsey, Bob Edmonds and Betty Compson, and the film was directed by William Wolbert, whose direction of "That Devil, Bateese" won universal praise.

Priscilla Dean in "She Hired a Husband." Story by Tex Taylor and directed by Jack Dillon, with a cast that includes Marion Skinner, Charles Gerrard and Pat O'Malley. Priscilla Dean's former successes are "The Brazen Beauty" and "Kiss or Kill."

OUR LIBERTY LOAN THEATRE.

Unique Playhouse Erected at Columbus Circle for Loan Purposes Only.

LACK of space has prevented the showing of this unique theatre before in the pages of the Moving Picture Weekly, but we don't want the signal honor conferred upon the Universal of being permitted to erect and to run this theatre to be left without due tribute to its work being made in our columns.

SHOWMEN and film men frequently mention the unusual achievement of Universal workers in building the Universal Liberty Theatre at Broadway and Fifty-ninth street recently for the Fourth Liberty Loan drive. The structure went on record as the very largest and prettiest of its kind in the country.

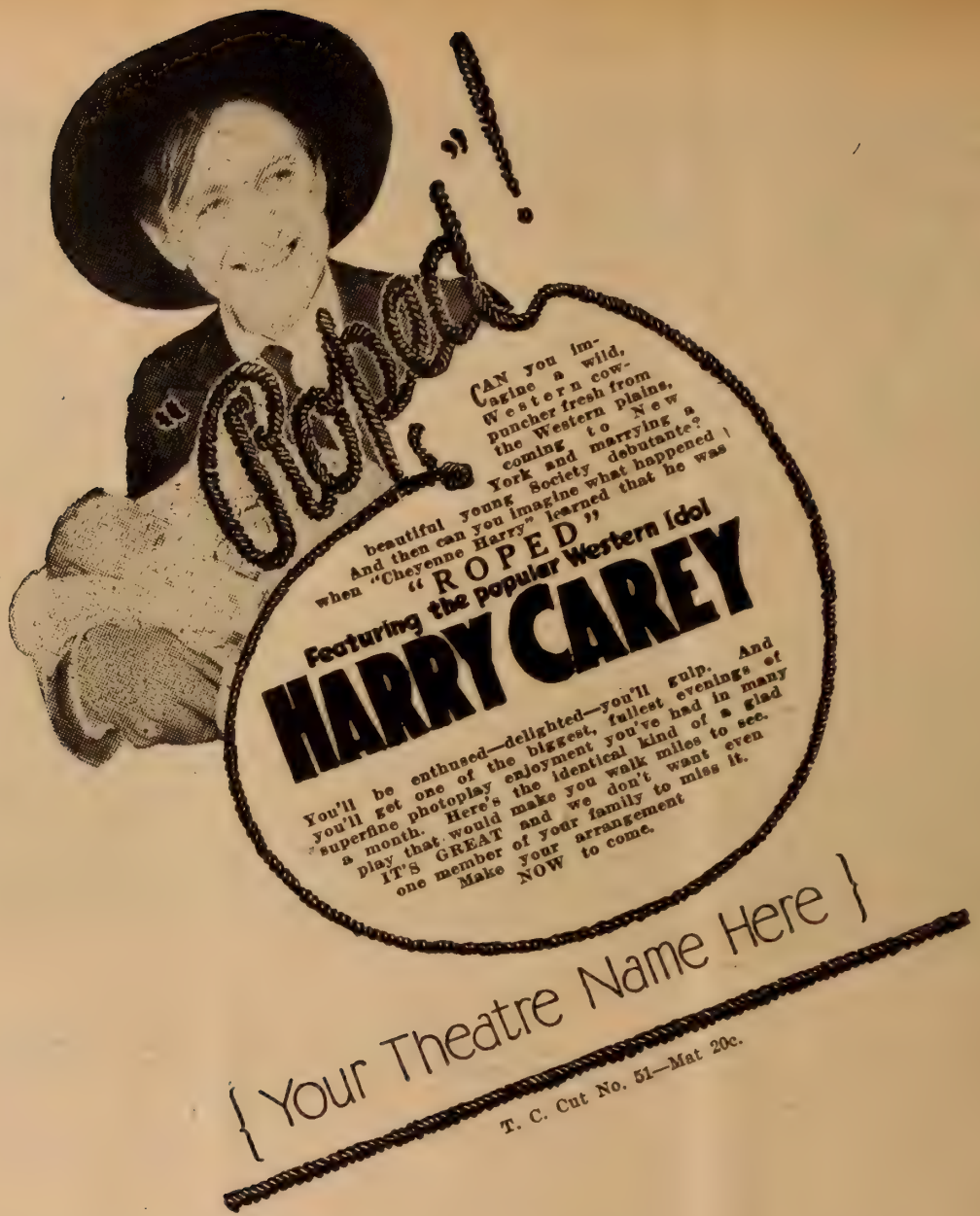
It came into being under the energetic promotion of men from the headquarters of the Universal, in cooperation with the Liberty Loan Committee of the uptown district.

The theatre was designed as a precise replica of the White House front. Its stage was decorated faithfully after the design of the President's drawing-room. It stood directly at the entrance of Central Park, where the latter bids welcome to passing thousands at Columbus Circle.

For two weeks and a half the edifice was the scene of entertainments daily that drew enormous crowds. Famous speakers, actors, singers, musicians and orchestras took part in the programme each night. Motion pictures of timely interest and high quality also were shown. The loan salesmen sold thousands of dollars worth of bonds.

H. M. Berman, sales manager of Jewel Productions, shouldered most of the responsibility. He had the assistance of Mr. H. Kashin, manager of the Broadway Theatre, in the mat-

(*Continued on page* 27)


Gee!
CAN you imagine a wild, Western cowpuncher fresh from the Western plains, coming to New York and marrying a beautiful young Society debutante? And then can you imagine what happened when "Cheyenne Harry" learned that he was
"ROPED"
Featuring the popular Western Idol
HARRY CAREY
You'll be enthused—delighted—you'll gulp. And you'll get one of the biggest, fullest evenings of superfine photoplay enjoyment you've had in many a month. Here's the identical kind of a glad play that would make you walk miles to see. IT'S GREAT and we don't want even one member of your family to miss it. Make your arrangement NOW to come.
{ Your Theatre Name Here }
T. C. Cut No. 51—Mat 20c.

Here's a Harry Carey House Packer

HERE'S a HARRY CAREY newspaper ad which, if you will allow to run at least two days—three would be better—will bring you capacity business, and when you pack your house the picture will bring your audiences capacity entertainment.

Here's a "different" Harry Carey play, yet with that same distinguishable Harry Carey punch that has brought this popular Actor to the very top notch position in every nook and corner of this country. Book it NOW and boost it to the very limit.

Book thru your nearest Universal Exchange, or communicate with the UNIVERSAL FILM MANUFACTURING COMPANY, Largest Film Mfg. Company in the Universe, Carl Laemmle, Pres., 1600 B'way, N. Y.

Copied from Wid's DAILY of Monday, October 21, 1918

Western Crook Play Registers Convincingly Because It's Human

Harry Carey in

"THREE MOUNTED MEN"

Harry Carey Prod.—Universal

DIRECTOR ..... Jack Ford
AUTHOR ..... Eugene B. Lewis
SCENARIO BY ..... Eugene B. Lewis
CAMERMAN ..... B. F. Reynolds
AS A WHOLE ..... Human characterizations in interesting Western meller has been given careful, convincing production.
STORY ..... Man unknowingly causes apprehension of sweetheart's brother and later aids his escape.
DIRECTION ..... Developed characterizations and individual touches in a way that made this register as human and real all the way. Provided very good atmosphere.
PHOTOGRAPHY ..... Very pleasing
LIGHTINGS ..... Very fine; many effective bits
CAMERA WORK ..... Intelligent
STAR ..... Acts natural and made characterization human and convincing.
SUPPORT ..... Miss Gerber very pleasing; others balanced nicely, but Carter frequently over-reached.
EXTERIORS ..... Provided good atmosphere
INTERIORS ..... Generally very well handled
DETAIL ..... Many effective touches
CHARACTER OF STORY ..... Nothing to offend
LENGTH OF PRODUCTION ..... 5,560 feet

I FEEL that most folks are going to figure that this ranks among the best things that Harry Carey has done. The plot is rather elementary, but we have a few good twists and the handling and effective characterizations throughout make it register as very interesting and human. It gets away from the routine Western as to situations and treatment, without losing any of the elements that lovers of the rugged, outdoor type of offering demand.

This opened up in a Western penitentiary, where Harry Carter, the crooked son of the warden, is appropriating government money with the aid of a former forger who works in the clerical department.

Harry Carey is another convict who is sentenced to solitary confinement because of a battle with the forger. The forger is pardoned and when he continues to blackmail Carter after his release, Carter effects Carey's pardon that he may go out and "get" the forger. After Carey has found his man, he frames him to take part in a stage hold-up, having previously arranged with the prison deputies to have him caught in the act. After the pinch Carey learns that the forger is the brother of his sweetheart and we have him pursuing the possé with his two brothers and bringing the forger back to his mother and sister again.

We had some very good scenes in the vision which explained Carey's first meeting with Shero Neva Gerber at a country dance and told how he had been arrested and sentenced to the penitentiary after a run-in with his rival for the girl. The get-away of Carey and his brothers, the "Three Mounted Men," was very well done.

We had many effective bits of handling all through this, which registered because they were human and convincing. The scenes where Carey is admitted to daylight again after having been in a dark cell for a long period was very well brought out by showing the effect of the light on his eyes.

The planting of the telegram where the forger would get it was exceptionally well handled and gives this a good twist, because you didn't know until the framed hold-up, where Carey turns the forger over to the deputies, just what this was done for.

Another effective bit of detail was where Carey was allowed to pick out his clothes after his pardon. The convenient meeting of the three brothers after Carey's release was covered nicely, with a title that made it seem plausible, and it was this effective handling all through the production that made this register as a much better than average offering of its type. The general atmosphere and lightings were particularly pleasing.

Harry Carter, as the crooked son of the warden, was much too vicious in most of his scenes, but the other rôles were all very well handled.

Neva Gerber, as the sister of the forger, was pretty and appealing; Ruby Lafayette gave a lovable characterization as her mother, and Joe Harris was satisfactory as the forger. Charles Hill Mailes gave a good characterization as the warden, and the man who played the rôle of Carey's brother, who framed Mailes, was a very good type.

Gets Away From Routine Western and Should Have Popular Appeal

The Box Office Analysis for the Exhibitor

With Harry Carey fans, this should go over with a bang. In communities where the star is not known, I think you can safely make a little noise about this if your folks like plays of this type, and they will surely want to see more of the star after this has gained circulation.

While this classes as a Western, it is entirely different from the routine Western offering in many ways and registered particularly well with me because of the fact that while it provides plenty of action, this is never sacrificed for the human element and little touches, with the result that this runs along smoothly all the way and keeps you interested.

In your "ads" you might ask them:

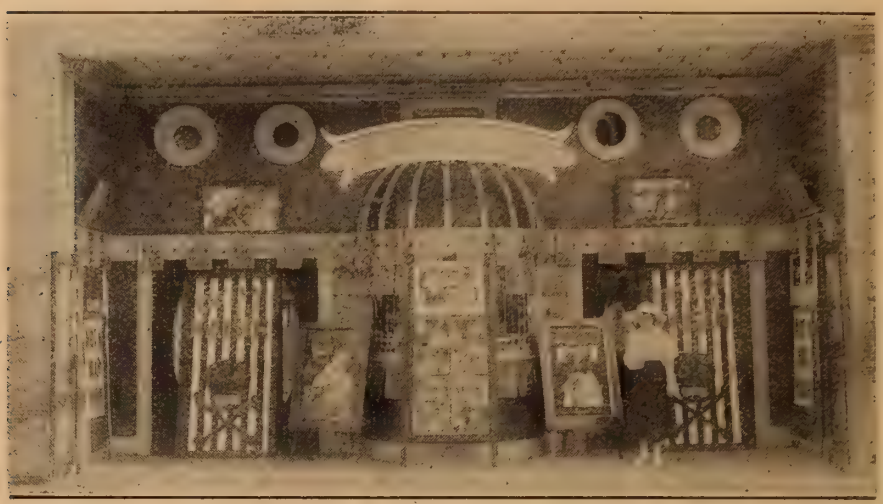
"Did you ever hear of one prisoner being released to effect another's capture? See Harry Carey in 'Three Mounted Men'."

"What would you do if you were sent out to 'get' a man, and found that he was the brother of your sweetheart? See 'Three Mounted Men'."

I have in mind an effect for a stage setting or lobby decoration on this which some of you may be equipped to carry out. This is a cut-out silhouette of three mounted men (in block, with no features registered) which could be set out against a deep blue background faintly illuminated from below with orange-dipped lights to give the suggestion of a late sunset.

The same idea could be carried out on your lobby cards if your stage or lobby does not permit of effects of this nature.

Whether You Play "The Kaiser" as a War



LOBBY used by Mrs. Maude Munson, owner and manager of the Rainbow Theatre, McMinnville, Oregon. Mrs. Munson played "The Kaiser" to capacity houses and declared in a wire to the Portland office that it was the biggest drawing picture she had ever played in her house. Notice the original touch added by the two 3-sheets of the Kaiser's flag. She had big placards painted stating that this is "Not a war picture." That is a cue for any exhibitor whse people are not responding to the war appeal as they used to.

AND TURNED AWAY A THOUSAND PEOPLE.

Universal Film Exchange, Inc.,
St. Louis, Mo.

Gentlemen:—

The banner days of my showmen career came on July 3-4 with "The Kaiser, the Beast of Berlin." I've played all the big pictures that were produced, but "The Kaiser" picture put them all into eclipse for receipts and pleased the crowds. I took all former box office receipts by more than $300.00 I only seat 307. I ran three extra matinees, besides a special morning show, and still was unable to take care of them all. I can scarcely estimate how many were turned away, but I venture to make the modest estimate that 1,000 people were disappointed. I will rebook it on the first chance.

Yours truly,

(Signed) W. B. OLIVER,

Gem Theatre,
Mt. Carmel, Mo.

ARE YOU KIDDING ME?

Jewel Productions, Inc.,
Salt Lake City, Utah.

Gentlemen—When you ask me how I did with "The Kaiser," I feel that you are kidding me. It busted all records sky high. We did *SOME* business, and it is *SOME* picture.

Very truly,
RAY SUTTON, Mgr.
Strand Theatre Provo, Utah.

HAD THEM ALL LICKED.

Jewel Productions, Inc.,
Detroit, Michigan.

Gentlemen—On September 16th we exhibited "THE KAISER, THE BEAST OF BERLIN." Notwithstanding the fact that it was a stormy night the production drew a record house, not only for a motion picture, but the largest audience ever assembled in this town for *anything*.

Yours very truly,
L. S. JUDD, Mgr.
Playhouse Whitehall, Mich.

CRASHING
THROUGH TO
BERLIN
Suspended for the present in Boston and New England but going great "Over There."
BACK THE CRASH WITH YOUR CASH
BUY ANOTHER BOND

A striking three-column adv. which appeared in the Boston papers when the Influenza struck this country. It kept "Crashing Through" in Boston's mind, however, and now they are cashing in.

Picture or not it's still the One Best Bet

WHAT JAPAN THINKS ABOUT "THE KAISER"

An Interesting Letter, Written by a Contributor to the Kinema Review of Tokyo.

Messrs. Jewel Productions, Inc.,
1600 Broadway, N. Y.

Gentlemen—I am very glad to have the honour to write you about your great production, "The Kaiser, the Beast of Berlin."

Your great play, Rupert Julian's "The Kaiser," was shown in Japan at the Imperial Theatre recently. It was very popular and every day the theatre was full up with high class gentlemen and ladies. And so it was shown again at Teikoku-kan in Asakusa, Japanese kinema street in Tokyo; and then at Kompal Theatre in Shimpashi, geisha girls street in Tokyo. And every day those theatres were full up with crowd. I think "The Kaiser" made a record in Japanese-Kinema circle. I am very glad to be able to see four times, and could witness that it is one of the greatest photoplay in the world. Mr. Rupert Julian is the first Kaiser-actor in the world, I am sure if I may say so. Isn't so?

When "The Kaiser" were showing at Teikoku-kan Theatre, "A Daughter of the Gods," about which they are proud of saying that it is $1,000,000 film spectacle, most costly (expensive) film in the world, were showing at Denki-kan Theatre, which is on the opposite side of the street.

I am happy to be able to tell you that through my eyes "The Kaiser" was more popular than "A Daughter of the Gods." I think there is no wonder about this fact. Because, though "A Daughter of the Gods" is, of course, great, it is only great as beautiful picture. But "The Kaiser" is greatest enough as photoplay art, and there is the greatest player, Mr. Rupert Julian, in this film. This play could accomplish its purpose, perfectly by such a great artist, it shows to world that "what kind of the emperor Kaiser is?" and "what a great power the U. S. A. army has!"

Oh! what a great play "The Kaiser" is! What a delight for me I could see this play many times. Mr. Julian is my greatest actor-director. I admire this great director most earnestly than any one. And so I wish quite earnestly to have his real photograph, and his photograph as Kaiser, which I have seen in front of the theatre, and how I am anxious to have it, sir.

Besides I became one oof the journalists of "The Monthly Kinema Review," about that magazine you will kindly see by a copy I sent you. We want to put the picture of "The Kaiser" on our magazine, if you permit, and if you kindly give me that photo, Mr. Julian as Kaiser.

And thus we hope to commemorate this great screen play and player forever.

Here please excuse me to ask you one more, that is I wish you will give me the photoographs f my dearest actress, Miss Mildred Harris, and young great actor, Mr. Kenneth Harlan also.

Hoping that you will excuse me for my rudeness and give all Japanese the greatest happiness by your kindness.

With the delightest hpe,
Yours truly,
T. TOMIZUKA.

Lobby display of the Al Ringling Theatre, Baraboo, Wis., dressed for its showing of "The Kaiser, the Beast of Berlin."

ALL HOUSE RECORDS BROKEN.

Universal Film Exchanges, Inc.,
Portland, Ore.

Gentlemen—Played your picture, "The Kaiser," yesterday. Here is my report: "ALL HOUSE RECORDS BROKEN."

Yours truly,
MR. VALLANCY, Mgr.
Isis Theatre Glendive, Montana.

HERE is the 24-Sheet Poster of the best advertised picture since "The KAISER, the Beast of Berlin!" Made from a story read by millions—on a subject that every one of our hundred million people is interested in—a drama whose tremendous significance will now be revealed—a picture of a mighty detective organization which has saved the country unending harm. Let your people see it and be thrilled by what they have escaped—by the amazing means taken by hustling Americans right in your town to save your town.

BACKED and boosted by a country-wide organization which is pictured in the production. Every member will want to see his picture—every member will bring his family—every one will advertise it for you to the limit. Book "THE YELLOW DOG" for a great drama of today that will live for years after the war—powerful, exciting, real, human, gripping.

UNIVERSAL FILM MANUFACTURING COMPANY,

1600 Broadway, New York. Carl Laemmle, President.

Cashin' in with Kashin

A SERIES OF ARTICLES WRITTEN WITH THE OBJECT OF IMPROVING THE LOBBY OF EVERY EXHIBITOR WHO IS NOT SATISFIED WITH ITS DRAWING POWER.

A display which was arranged for the Symphony Theatre, Los Angeles, with frames and posters and photographs and an electric sign. It is a Metropolitan House.

WHEN the word "expert" is used, it naturally calls to mind not only an exact, authoritative person, but an expensive one as well. One reason the Moving Picture Weekly is so hopeful of definite results from the Lobby Display Department, which it has instituted, is the fact that it has chosen an expert who combines unusual qualities. Above all things, Mr. Kashin, manager of the Broadway Theatre, who will conduct this department, is an expert on economy. Any of his lobby displays can be made for the sum of fifteen dollars. More money can be paid for them and more elaborate results can be obtained with the same idea, or with more expensive materials. But unless the idea can be carried out for fifteen dollars or less, Mr. Kashin does not regard it as a good idea. So, when we use the word expert, we convey no mental reservation of expense, and no exhibitor need feel that he cannot follow Mr. Kashin's advice on any lobby display whatever, for Mr. Kashin has reduced the lobby display problem almost to an exact science.

Last week in this space we gave exhibitors an idea of how Mr. Kashin intends to divide the theatres of the country, in broadly drawn terms, into the divisions of Metropolitan, Cosmopolitan and Neighborhood houses. It frequently happens that a lobby display which would fit one class would be of no use, and in fact worse than useless, to another classification of theatres.

In order to exemplify one theatre of this class, we are going back to give a description of a display which Mr. Kashin used at a theatre which he formerly managed and supplied with the most attracting lobby display in the city of Montreal. This theatre was the Midway Theatre, and Mr. Kashin was its manager during the fall of 1916, when the existing conditions in Canada were most difficult and of an entirely different character than they would be in "peace time." The Midway, by the way, is at present managed by Mr. A. G. Laurie, one of whose stunts on "The Brass Bullet" serial appears in this issue of the Weekly on page 34.

Mr. Laurie's stunt consisted of a gigantic representation of a bullet tinted in bronze tone, with the name of the production in huge white letters on the side. There was nothing on the sides to indicate that it was a photoplay or where the production was to be seen. But Mr. Laurie read his crowd rightly when he presumed that no one would let the bullet pass him without looking at the back of it. On the back, under the car license number, was this description: "See It To-morrow at the Midway." And "Midway" was in letters two feet and a half high.

In order to give mobility to the bullet, Mr. Laurie mounted it on a car and it was driven from under the shell of the bullet.

Because the Midway is located in the Province of Quebec, he chose a car whose license number showed it was from Ontario. The color and style of Ontario licenses are entirely different from those of Quebec. This also attracted and piqued curiosity.

It might be supposed that this stunt cost a great deal of money, and to some persons it might have cost a great deal of money, but Mr. Laurie, through the experience of Mr. Kashin, did this entire spectacular stunt at a small cost in comparison with the interest and advertising which resulted.

The Midway Theatre comes, naturally, in the classification of "Metropolitan Theatres." It is situated on one of the busiest corners in Montreal, and its seating capacity is 1,100. In order to get the full benefit of its location, the first show starts at 10 o'clock in the morning. Patrons are chiefly French and English, and are not of the highest class of society. It is one of the few theatres in Montreal which can appeal successfully to the serial patronage. During Mr. Kashin's time, their program was changed three times a week—features, comedies and short topical reels being the make-up of the program.

An example of Mr. Kashin in his best mood is the lobby display he arranged for the Midway Theatre for Lois Weber's Bluebird Photoplay "Shoes," featuring Mary MacLaren. For this photoplay Mr. Kashin converted his lobby into a pictorial advertisement. The most striking part of the display was a pair of huge shoes, symbolizing the title, of course, and of all the material in the lobby these shoes were the only practical apparatus which Mr. Kashin used. They were obtained through the cooperation of a nearby merchant, and in order to facilitate co-operation there was a sign on each shoe stating whence it came. The entire balance of the set was constructed of cardboard, built up at necessary points to give thickness and depth. The entire picture occupied a space of fifteen feet of the possible forty, leaving ample room for entrance and exit. The figure of Mary MacLaren, which occupied the center of the picture, was made by taking a lithograph figure of the actress, cut from a one-sheet supplied from stock by the Bluebird Exchange. This figure was cut and mounted on cardboard and deftly joined to the top of the shoes. The whole business cost almost nothing at all. The front of the theatre in this instance, as always, was tastefully framed with lettering. Mr. Kashin always adds a sub-line or phrase to all of the titles, calculated to arouse the immediate interest of the passerby. He uses a phrase which is certain to stop a man in his tracks and make him inquire into the nature of the production. His whole object at the Midway Theatre was conducted to attract the immediate patronage of the passerby. He could count on little of any other kind of patronage on account of the very small amount of billboard work which the location of the theatre necessitated.

One of the stunts Mr. Kashin prepared while in Montreal was the construction of a fire engine completely equipped as the center display of his lobby. It was made of heavy cardboard and the body was tinted with aluminum paint, while the wheels were red with gilded rims. Several figures were standing on the running board or sitting in the seats dressed as firemen and all of these figures were made in Kashin's usual economical way, cutting them all out of cardboard. To give realism to the make-up, the wheels were kept revolving and steam puffed from the smoke-stacks. Costly as these two articles may seem, they were extremely inexpensive, and another example of the ingenuity of construction on which Mr. Kashin prides himself. The steam was furnished by a kettle of water placed on a little radiator behind the engine. The wheels he had the house electrician connect up to an electric fan motor. Mr. Kashin didn't have to buy any of these things, you will note, and by the time he was through with this display he was one of the best qualifid and most successful borrowers in the Dominion of Canada. But he got away with it and made every one feel perfectly satisfied. It is needless to say that the display drew like a house on fire for the two days this picture played at that house.

Despite his own fertile ingenuity, Mr. Kashin makes constant use of the lobby frames and posters furnished by the exchanges. The frames always form a part of every display, though a subordinate part, and they are set into the ensemble in such a manner as to add strength to it, without distracting the attention of the spectator from the high lights of the set.

"I have only two guiding principles in the construction of my lobby displays," said Mr. Kashin the other day. "The first is to grasp the theme and spirit of the feature I have to advertise, and visualize it as a lobby display. This simply means that you must go deep into the picture until you come to the big, underlying theme of it. Then work that over in your mind until you can see the setting that is the embodiment of the theme. When you have reached that point, you are ready to build. My second principle is to be sure I have got something that the man in the street will remember after he has turned the next corner. A lobby display may be perfect and artistic, but if the passerby forgets it, when it is out of sight, then your display is a failure. Many a time I have destroyed my own work and started afresh because I couldn't convince myself that it would not be forgotten too soon."

OUR LIBERTY LOAN THEATRE.

(*Continued from page* 19)

ter of designing the theatre. Mr. Kashin did trojan work, not only as designer, but subsequently as "idea" man in helping to arrange the entertainments.

The official loan matters were directed by Captain C. H. Carr, chairman of the local Liberty loan Committee. Funds for the theatre were contributed largely by the Universal, with donations from several other large establishments.

A remarkable dedication ceremony took place at the opening of the theatre. The chief officials of the Liberty Loan Committee and many notables delivered addresses. Another special occasion occurred in the second week, when American Beauty Roses were given out at the theatre in the name of Mrs. Woodrow Wilson, wife of the President, to each bond buyer.

An average of $30,000 a night was raised for the Loan issue.

A band of young women, most of them recruited from the Universal forces under the direction of Mrs. H. M. Berman, worked among the crowd nightly taking subscriptions. Manny Goldstein and Nat Rothstein officiated by turns as masters of ceremony and as exhorters for the Loan.

Among the notable persons who appeared at different times on the stage were Julia Marlowe and E. S. Sothern, the famous stage artists; A. G. Morse, of the United States Shipping Board; Madame Virginia Sassard, the operatic star, and a number of headline vaudeville companies from the various big theatres.

The marine band, the band from Pelham Bay and other well-known musical organizations provided the music. From time to time wounded marines, soldiers and sailors and veterans from various of the Allied armies appeared.

George E. Kann, secretary to Mr. Carl Laemmle, president of the Universal, served as general manager of the theatre's business affairs.

The Universal Liberty Theatre probably will figure in the annals of patriotic enterprises as the trail blazer of fine outdoor theatres.

The Brilliant Character Actor

MONROE SALISBURY

IN

"HUGON THE MIGHTY"

THE STORY OF AN IRRELIGIOUS MAN WITH A HEART OF GOLD.

A WONDERFULLY uplifting "heart" story of the universally popular type that this virile actor has made famous throughout the whole country. Marvelous scenes in the great Canadian forests, beautiful water shots, great vistas of mountains and peaks, quaint village interiors. Refreshing, romantic, inspiring. Book it for a sure success.

Book thru your local Bluebird Exchange, or BLUEBIRD Photoplays, 1600 B'way, N. Y.

Get those Screaming, Cheering SHOUTING DOLLARS

SHOW PICTURES LIKE THIS:

**Lieut. H. W. Saye,
first American
to "get" a Hun.
FOUR TIMES WINNER
OF THE WAR CROSS.**

Make 'em shout—make 'em cheer—make 'em bring the house down—what do you care? Gone is all anxiety—their boys are coming home—they'll yell their heads off. From today on, the most popular features in your house will be the features of the boys in France. Get them first and best in the two Big News Weeklies—

Animated Weekly
UNIVERSAL Current Events

Book thru your nearest Universal Exchange, or communicate with the UNIVERSAL FILM MANUFACTURING COMPANY, Largest Film Mfg. Company in the Universe, Carl Laemmle, Pres., 1600 Broadway, New York.

PUBLICITY MATERIAL

Carmel Myers in "All Night" Bluebird Photoplay

THE STORY.

(*Copyright* 1918, *Bluebird Photoplays Inc.*)

RICHARD THAYER is very much in love with Elizabeth Lane. It is arranged between Dick and Maude Harcourt, the wife of Dick's life-long friend, William Harcourt, that Maude will have Bessie over to the house for dinner and see that Dick has a chance to propose.

William Harcourt, a plunger, is interested in some copper options, and the million dollars he needs to swing the deal is to come from an eccentric millionaire from Montana. William never has seen him. In Bradford's last letter he informs William that although he likes this proposition he never goes into business with any man without first seeing what kind of a manager he is in his own home.

The night Dick and Bessie are to come to dinner, Bill has lost his temper and fired all the servants. Shortly after Dick and Bessie arrive, a telegram comes from Bradford saying that he is in New York and starting for the house. Bill prevails upon Dick and Bessie to play Mr. and Mrs. Harcourt, while he and Maude play the servants because they know the house and Dick and Bessie do not. The Harcourt's protem have evidently made a hit with Bradford, and after winning all of Bill's money from Dick, playing poker, he informs them that he is going to stay all night.

Bessie's father is a fire-eating Kentuckian and is very strict in regard to Bessie; she has never been away from home all night in her life. She is afraid to stay, but Bill prevails up her to do so. Bradford now comes down and in his way of attending to other people's business insists that they go to bed. He takes them to their room and catches Dick a little later when he tries to sneak out.

Bessie's father comes for his daughter with fire in his eyes. Dick, in a panic to get Colonel Lane out of the house, explains to Bradford that he is crazy. Bill, desperately trying to save his million, tells Colonel Lane that Bradford is crazy. Bradford locks Lane up in the storeroom and takes them all back to bed.

Dick tries to escape from the room by way of the window and wakes Bradford up by falling into the rain barrel. Bradford has fallen in love with Maude, thinking she is the maid, and, upon coming downstairs to find out the cause of the noise, he sees Bill kissing her. He fires Bill and kicks him out of the house.

Story by Edgar Franklin.
Scenario by Fred Myton.
Directed by Paul Powell.

CAST.

Elizabeth Lane.....Carmel Myers
Richard Thayer
Rudolpho de Valentina
William Harcourt.....Charles Dorian
Maude Harcourt.....Mary Warren
Bradford .....William Dyer
Colonel Lane.....Wadsworth Harris
Butler .....Jack Hull

At dawn the real butler and cook return to the house, thinking that it may have been just the hot temper of youth that caused Bill to fire them. The butler thinks every one in the house is crazy. On hearing Bradford tell him that he'll kill him if he does not get out of the house—finds Maude locked in his own room and as he touches the door, she informs him that she will throw herself out of the window if he tries to force the door.

In going to the storeroom, the butler frees Lane and is walked upon in Lane's fierce desire to find the man that locked him up. Bill realizes that things have come to a show-down and makes a clean breast of everything. They see the humor and forgive him. Bill gets his million. Dick gets a chance to propose to Bessie and is accepted. So every one is happy.

SCREEN CAREER CLIMAX TO "WADDY'S" STRUGGLES.

Wadsworth Harris, In "All Night" Cast, Was On Speaking Stage.

WADSWORTH HARRIS, who is in the supporting cast of "All Night," a Bluebird photoplay featuring Carmel Myers, which will be shown at the ..... Theatre commencing ....., is one of the best known character men on the screen to-day.

Born in Boston, it is only natural that when he found that dramatic art was his forte, he should turn to the more serious and uplifting side of it. On the legitimate stage "Waddie" supported such notable stars as Madame Modjeska, Mrs. Leslie Carter and Otis Skinner.

Five years ago he turned his attention to the screen, and has played under the Edison, Pathe, Ince and Universal banners.

He played an important part in Anna Pavlowa's "The Dumb Girl of Portici," in Rupert Julian's masterpiece, "We Are French," and in Carmel Myers' first picture with Jewel Productions, "Sirens of the Sea."

Harris has promised himself two things: first, that he will never forsake the screen for the stage, and secondly, that some day he is going to startle the natives of the city of beans and culture by starting a motion picture company there.

WIG-WAG SIGNALS USED IN FILMING "ALL NIGHT."

WHILE Paul Powell was directing "All Night," the Bluebird Production which deals with your two goals in life, the acquisition of money and the securing of the lady of your choice, he was forced to work late at the studio one night on some revisions in the story. Powell caught a cold and arrived at the studio the next morning with less voice than the bashful bride has when she says, "I do."

Now, a director must use his voice on many occasions, and the loss of it is a serious event in the life of the wielder of a megaphone.

But Powell, by the use of one bright idea, did a nice day's work without any voice at all, simply because he is learning the arts of war at the Hollywood Officers' Training School. Powell's assistant director, Henry Murray, and Walter Mayo, property man, attend the same training camp, and the three of them made use of their training by conversing with each other by means of the wig-wag system. Of course, it took Powell a little longer to signal, "Murray, move that chair over to the left a little," than it would have taken for him to say it; but, at that, Powell got his work done and became a little more proficient in signalling.

"All Night," which is Carmel Myers' latest vehicle, can be seen at the ..... Theatre next .....
It's some idea! Don't miss it.

A story of more than ordinary proximity to indelicacy has been interpreted in "All Night," Bluebird's photoplay, in which Carmel Myers will appear at the ..... Theatre on ....., but the dainty star portrays her role with such skill that the play becomes charmingly humorous without being repulsive.

AT A GLANCE.

FEATURE—"All Night."
LENGTH—Five reels.
STAR—Carmel Myers.
PREVIOUS HITS—"My Unmarried Wife," "A Broadway Scandal," "The City of Tears," "Sirens of the Sea," etc.
DIRECTED BY Paul Powell, who directed Carmel Myers in "The Borrowed Duchess," and who has directed such stars as Douglas Fairbanks, Mae Marsh, Bobbie Harron, the Gish sisters, Constance Talmadge, Marie Doro, Bessie Love, George Walsh, and others.
STORY BY Edgar Franklin, magazine writer.
SCENARIO BY Fred Myton, who prepared the script on "The City of Tears," "The "Fires of Youth," "The Doings of Diana," and numerous other Bluebird and Universal productions.
SUPPORTING CAST—M. Rudolph de Valentina, Mary Warren, Charles Dorian, William Dyer, Wadsworth Harris.
LOCALE—A fashionable suberg of Philadelphia, Pa.
TIME—The present.
THUMB-NAIL THEME — The story of a young married couple, more clever than thrifty, and a pair of lovers, who aid in a grand camouflage de luxe when a prospective financial "angel" from the West comes on a visit. The complications that ensue when this hardy mining man tries to bundle the lovers off to bed, thinking them the married couple, and considering the married couple as the French maid and the butler, will provoke hearty laughs by the score.

FOR THE HERALD.

WILLIAM HARCOURT had millions just around the corner and bankruptcy just one jump behind. Harcourt had a friend, Dick Thayer, in love with Elizabeth Lane. Harcourt's wife, Maude, determined to cooperate with Cupid. She invited Elizabeth for dinner, Dick's cue being to appear by accident, keep Elizabeth away from her other suitors for the evening and win her hand.

A millionaire Westerner, upon whom Harcourt depended to furnish capital for a new venture, wired he was on the way to the Harcourt home. Then Harcourt's servants were summarily dismissed when they mildly suggested payment of their services would not be amiss.

Harcourt's fertile brain found a way out of the difficulty. He and his wife would act as servants, and the lovers, Dick and Elizabeth, would pose as the Harcourts. Bradford, the millionaire, never had seen Harcourt, so all Dick had to do was make a good impression on Bradford and the million was at Harcourt's disposal.

None of them had reckoned on Bradford. He arrived on the scene, a gruff, burly Westerner, whose word was law, whose will power was dominating, of domineering attitude, and with gall and audacity appalling.

Dick Thayer introduced himself as Harcourt and brazenly pointed to Elizabeth when he sprung the usual "Meet the wife."

How did it all end? You can only find out by seeing "All Night," Carmel Myers' latest Bluebird, which will be shown at the ..... Theatre .....

One of the best roles in which beautiful Carmel Myers yet has appeared has been provided for her in "All Night," the charming Bluebird photoplay in which she will appear at the ..... Theatre on .....

Advertising Catch Lines

He had to pose as her husband to win her for his wife.
For one night—he was his own butler, his wife her own maid.
Romance blooms in the wee, small hours.
What would YOU do to get a million?
He lived a lie, but never lived to regret it.
What would you do to a man that took your last few hundreds and gambled it away before your eyes.
You last saw Carmel Myers as the unmarried wife. See her now as "the married sweetheart."
As daintily daring as a frisky French farce.
Faint heart never won fair lady, nor filled a spade flush.
Carmel Myers in an exquisite comedy-drama.
Never pose as a married couple until you've got the ring and license—disaster may overtake you.

CARMEL BRINGS MESSAGES FROM BOYS TO MOTHERS.

Star of "All Night" Becomes Angel of Happiness to California Women.

CARMEL MYERS, who is starring in "All Night," her newest Bluebird photoplay, which will be shown at the ..... Theatre next ....., is one of the hardest little war workers on the Bluebird lot.

She has been made god-mother to two outfits of our military forces; she has under her supervision the collection of tinfoil at the studio, and has appeared at many Red Cross and War Relief benefits.

But Carmel's best work was accomplished after her return to California from her recent Eastern trip, where she made appearances at six of the large Eastern cantonments.

At each of these camps she closed her talk to the soldier boys with the statement that she would be more than glad to take back to California any message from the boys who had relatives there.

"Hello," she said, as a sweet old lady answered the door, "I just got back from Camp Upton, and I saw your son Jack. He asked me to tell you that he's well, and that the socks you made for him are nice and warm, and that his Aunt Jane visited him last Saturday. . . . Oh, he's looking fine. . . . Don't mention it at all." And she was gone on her next visit.

Many hearts have been lightened around Los Angeles way by Carmel's messages of cheer, for to those who wear service pins the next best thing to having the dear one back is to speak to somebody who actually saw him thousands of miles away from his home.

ADVERTISING PUNCHES.

1—The fact that Carmel Myers' biggest successes have been in the comedy-drama field, and that this story is a hundred centipedes, with a laugh in every foot.

2—Paul Powell's prowess as a director, as evidenced by the many world-famous stars he has had under his directorial wing.

3—The fact that the situations in the story are so inherently funny that the story would "go over," even if the supporting cast was mediocre, which it is not.

4—The fact that the story deals with two phases of endeavor which must appeal to everybody—the desire for riches, and the battle to win the girl of your choice.

5—The fact that between the lines of each laugh a moral is hidden, which can be read.

Bewitching
Delightful
Ruth
Clifford
IN ONE OF THE SNAPPIEST
PHOTO PLAYS OF THE SEASON
"The Cabaret Girl"
Do you like lavish Cabaret scenes? Do you love to see right triumph over might? Would you like to see a little village choir singer rise to a brilliant triumph when every hand was turned against her? Want to see one of the snappiest, fastest, finest dramatic treats of the year? Then see—beautiful RUTH CLIFFORD in—"THE CABARET GIRL." You'll get one of the most delightful evenings you've spent at the Movies in months. Don't miss it.
BRING THE ENTIRE FAMILY
{Your Theatre Name Here}
T. C. Cut No. 53—Mat 20c.

USE THIS AD

Use this mat, procurable from your

nearest Bluebird Exchange for 20c. If this ad doesn't bring your House all the business you can handle, then you can quit advertising. Here you have the Star's name in huge letters. The title of the play, drawn so it cannot be missed and the argument so written as to arouse desires and the figure of the Star in a luxurious pose. USE THIS AD.

BOOK thru your local BLUEBIRD Exchange, or communicate with BLUEBIRD Photoplays (Inc.), 1600 Broadway, New York City.

Master of Emotional Photoplay

MONROE SALISBURY

in his powerful Dramatic Triumph

"The LIGHT of VICTORY"

If you witnessed the magnificent performance of the brilliant Star—MONROE SALISBURY in such plays as—"THE SAVAGE," "THE EAGLE," "THAT DEVIL BATEESE" and others, you will be doubly anxious to see him in his latest triumph—"THE LIGHT OF VICTORY."

With his popularity growing by leaps and bounds as one of the greatest Stars that ever appeared in French-Canadian stories, you'll hugely enjoy the tense action, suspense, and power of his latest play—"THE LIGHT OF VICTORY." Don't miss this dramatic gem.

(Your Theatre Name Here)

T. C. Cut No. 54—Mat 20c.

Use This Newspaper Ad for

"THE LIGHT OF VICTORY." Use all the newspaper publicity matter you can get, but particularly get a mat of this ad from your nearest Bluebird Exchange for 20c and USE IT. This sort of advertising hits home and draws business. With this timely title—"THE LIGHT OF VICTORY" you'll do capacity business, for folks are celebrating VICTORY now to the utmost.

BOOK thru your local BLUEBIRD Exchange, or communicate with BLUEBIRD Photoplays (Inc.), 1600 Broadway, New York City.

"Brass Bullet" Synopses Nos. 13-14-15-16

This is the way "The Brass Bullet" was put over at the Midway Theatre in Montreal by Mr. Laurie, the press representative.

Mr. Laurie devised a huge bullet which was on wheels and was moved about the town with appropriate posters and attracted great attention everywhere.

"THE BRASS BULLET."
Episode No. 13, "$500 Reward."

CAST.

Jack James	Jack Mulhall
Victor King	Ashton Dearholt
Mystery Man	Hal Cooley
Spring Gilbert	Joseph W. Girard
Dr. Canfield	Harry Dunkinson
"Pop" Bates	Wilton Taylor
Sheriff	Louis W. Short
Mrs. Strang	Helen Wright
Rosalind Joy	Juanita Hansen

JAMES and Rosalind, escaping the sheriff, catch a steamer bound for 'Frisco. The captain of the boat is instructed to imprison them, but James leaps overboard and makes his escape, leaving Rosalind behind.

When the boat lands, Rosalind summons a taxi, but instead of taking her to the place she wanted to go, the chauffeur, who is working with King and Gilbert, takes her to another home, and tells her that the lady, supposed to be his "mother," will take good care of her.

Even though Rosalind is suspicious, she obeys orders, and gets into the clothes she is given. When she comes down for dinner, later, she is befriended by another victim there, Mabel Earl, a former acquaintance of Rosalind. Mabel comes into Rosalind's room that night and tells her she will help her escape, and to watch out carefully. Then Mabel hears that James is strapped down in a garret of another house. She is determined to get there and help; so, diplomatically, she works her way past the guard and gets to James. Just as she is untying the rope, the guard grabs her and throws her over a chair. They continue to struggle as the man holds her down on the table—then he pulls a dagger.

"THE BRASS BULLET."
Episode No. 14, "On Trial for His Life."

ROSALIND is surrounded by the wild gaiety of the patrons of the Gilded Den, where she has been lured by the treacherous chauffeur, to whom she appealed for aid in her effort to escape from her uncle and husband.

Her friend Mabel, who tried to help her get out of the place, tells her that the efforts made were in vain, but to do as she tells her.

Meanwhile James has been on the search for Rosalind and is recognized as the man for whose capture there is a reward of $500. He is overpowered again and Mabel, who had been on the lookout, releases James. The police are on his trail, but he dashes to rescue Rosalind. He is caught and the sheriff takes Rosalind.

The case comes up at court. Everything seems to point against James. Just then a message comes in for Lawyer Canfield from a nurse, saying that "Pop," who had been a tool of Gilbert, has something to say in the behalf of James. The lawyer pleads and the judge takes a recess of one hour.

Canfield and Rosalind start on their auto trip to bring back "Pop," but on their way back to court they see the gap over the chasm where the bridge formerly stood. There is no time to shut off the power and stop the car. It hits the edge and shoots into space. This was all schemed by Gilbert. At court Gilbert informs the prosecutor that the witness will not arrive.

"THE BRASS BULLET."
Episode No. 15, "In the Shadow."

THE trial of Jack James, accused of the murder of Homer Joy, has been postponed one hour to enable Dr. Canfield and Rosalind to produce "Pop" Bates, a valuable witness for the defense.

Bates has been in a hospital, recovering from the affects of Spring Gilbert's attempt on his life. Bates suddenly recovers his reason and thirsts for revenge. He will testify in James' favor. Rosalind and Dr. Canfield start over the mountain to bring Bates to the Court House.

Fearing the testimony of Bates, Gilbert and King follow Canfield. At the top of the mountain a small wooden bridge spans a deep chasm. After the Canfield auto has crossed this, Gilbert destroys it. He now feels certain that Bates will not testify.

Canfield speeds toward the Court House with Bates and Rosalind. They round a curve at the top of the mountain and see the destroyed bridge. Canfield crowds on power and the auto jumps the gap. Bates is rushed into the court room just as the time limit is up.

Bates is sworn in—but the excitement and thirst for revenge is too much for the weakened brain—he collapses on the stand and is carried out—his mind again a blank.

Jack is found guilty of murder and sentenced to be hanged.

"THE BRASS BULLET."

Episode No. 16, "The Noose."

ROSALIND is seated in the racing car, heart-broken over the failure of Benson, the prison guard, to aid Jack to escape. Benson suggests that she make a personal appeal to the Governor. She and Dr. Canfield start for the Governor's home in a nearby city.

The mysterious aviator succeeds in beating off the attack of Bates. Bates rushes from the deserted fairgrounds, followed by a rattle of shots fired by the aviator, who then picks up the satchel, places it in the aeroplane. Later Bates discovers Mrs. Strang in an auto outside the prison. He determines to follow her, knowing that in some manner she is in league with the aviator. He conceals himself in the back of her car.

The Governor leaves his house to take a "special" to the capitol. Rosalind drives the racer to the station —only to discover that the "special" has pulled out. The racing car speeds after the departing train.

Jack has been dressed in the black suit and all preparations completed for the execution at dawn.

The racing car catches up with the train and passes it. Rosalind makes frantic efforts to attract the attention of the engineer or some one on the train, but without result. And then an accident occurs to the engine of the racer and the car is forced to stop. Rosalind climbs out and watches the departing train with utter despair in her heart.

Jack is led forth from his cell after the warrant has been read to him. The grim procession starts for the scaffold.

But a short way from where Rosalind stands in the road, the Governor's "special" plunges into the rear end of a freight. Several, including the Governor, are injured. Rosalind and Dr. Canfield rush forward to lend their assistance.

Jack is led on to the scaffold, bound and the noose slipped over his head.

While Canfield attends the Governor's injury, Rosalind makes her plea for a stay of execution. The Governor tells her he will sign a reprieve which can be wired to the prison—as one of the train crew is at that moment engaged in tapping a wire to send in the news of the wreck and ask for help. Rosalind is overjoyed. The Governor takes a paper and fountain pen—then, as he starts to write, he falls back in a dead faint.

The black cap is pulled over Jack's face as the episode ends.

Two Letters from Elmer Sell

READ THEM BOTH.

Youngstown, O., Oct. 2, 1918.

Universal Film Exchanges, Inc.
Cleveland, O.
Dear Sir:—

I was indeed sorry to hear that the Eddie Polo new serial will not be released until some time in December, for I know that it is sure going to be a winner, as all of the children in Youngstown are strong for Polo, and I expect it to break my new house record, which I made on children.

Last Sunday, on "THE BRASS BULLET," I played to 1,164 children, and my former record was 1,054, and I have played all makes of serials. Please give me two of your serials a week if you should get them. They are the best ever.

Yours for success,

ELMER SELL, Palace Theatre,

THE OTHER WAS DATED OCTOBER 12.

Youngstown, O., Oct. 12, 1918.

Universal Film Exchanges, Inc.
Cleveland, O.
Dear Sir:—

I received notice to close after today's performance, and I at once had a sign made reading: "Don't miss this great Helen Gibson feature today, as all theatres will close tonight until further notice." And, believe me, I had over a hundred children ask if I would show No. 8 of "THE BRASS BULLET," the first Sunday I would be open. It is sure a winner. Played to 1,124 last Sunday.

Please advise me regarding the balance of your program, as to what I will start with as soon as you are able to.

Yours for success,

ELMER SELL, Palace Theatre,

CRASHING TO

Dress up your Lobby!

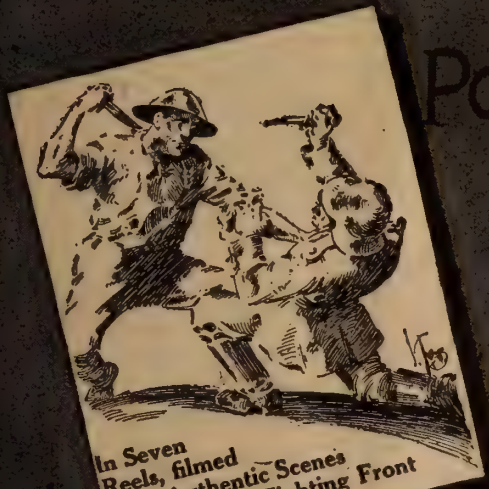
See how this big, low-cost Lobby Display pulled the Crowd at the Tudor Theatre, Atlanta, Ga.

Bigger Today than Ever Because the War is Over

DON'T let anybody "kid" you as to "War Pictures." The biggest successes of the American stage for thirty years after the Civil War were "War Plays." And now that we've licked the Huns and our boys are coming home everybody in your town will want this marvelous history-drama—the only one of its kind in the whole world. Book it for a clean-up. Get all our ad helps. Use them. Play it up as it deserves.

THROUGH BERLIN"

e Ads! Put Up the Posters



In Seven Reels, filmed from Authentic Scenes on Every Big Fighting Front

CRASHING THROUGH TO BERLIN

THE WHOLE COLOSSAL DRAMA OF THE WAR

SEE it all—our destroyers dropping depth bombs on the wolves of the sea, our battleships cleared for action, Britain's great Navy, the whole life of a man-of-war's man. See four years of war thru the eyes of a thousand cameras, all the great men, every great incident, all filmed from authentic scenes.

YOUR THEATRE NAME HERE

C. T. B. No. 9—Cut, 40c. Mat. 15c.

JEWEL PRODUCTIONS PRESENT

CRASHING THROUGH TO BERLIN

THE MOST SENSATIONAL MOST AUTHENTIC AND MOST THRILLING WAR SPECTACLE OF THE HOUR

JEWEL Productions Inc.
1600 Broadway New York City

"The Dead Shot."

Two-Reel Western Drama.

The Tigress	Helen Gibson
"Big Jim" Thornton	Frank Whitson
Sid Hampton	Mark Fenton
Dick Thornton	Frankie Lee

A DANCE-HALL girl known as "The Tigress" rode into the town of Los Alamitos, took possession of the dance-hall and saloon and began to run things.

Jim Thornton, owner of the biggest mine in the country, lives in decency and is planning to marry the village schoolteacher.

Trouble seems to swoop down on Thornton's mine. The men strike and there are many mysterious explosions. Behind the work he sees the cool head and quick hand of "The Tigress."

"The Tigress" learns that Jim and the schoolteacher are going East to be married, taking with them little Dick, the baby born of Thornton's treachery to "The Tigress."

Thornton is harassed by the striking miners. At the crucial moment "The Tigress" comes to him and says that she will prevent the blowing up of the mine.

Thornton, anticipating her demand, says:

"I am going to marry a lady."

Then Thornton pointed out to her that his ruin would mean poverty for their son. "The Tigress" races to the mine and saves it from destruction by shooting the glowing fuse from a striker's hand. Then she returned to Thornton. He sat limply in his chair.

"I've been a dog," he said.

The schoolteacher led little Dick to the girl and told him that she was his mother.

A re-made Thornton and "The Tigress" are reunited.

"The Brass Bullet."

Episode No. 17, "The Avenger."
Two Reels.

WHILE James is on the scaffold, awaiting his doom, Rosalind is pleading with the Governor for James' freedom. Rosalind finally succeeds in getting the Governor to sign the reprieve, but when she reaches the telegraph operator he tells her the lines are dead and the shock makes her faint.

In the meantime an aeroplane drops down many shots which frighten the man away and then the bonds are cut and James is let loose, and the aviator gets James in the aeroplane.

The sheriff gets in touch with the aviation camp and they put men on the watch for the aeroplane. Rosalind meanwhile awakens, and when she hears that James has escaped with the mysterious aviator she shouts for joy and gets on the watch for the aeroplane.

The men at camp work the new aero-gun, shooting and firing at them. The aviator gets hurt, loosens his hold on the controllers and falls dead. The plane topples over and begins its frightful fall towards earth.

"The Fickle Blacksmith."

Nestor Comedy.

CAST.

Blacksmith	Ralph McComas
Daughter	Eileen Sedgwick
Deacon	Chas. Haefeli
Model	Dolly Ohnet
Artist	Ed Baker

THE Blacksmith was a possessor of a terrific temper and fickle heart. One day the Deacon and his daughter stopped at his shop, and the blacksmith told the Deacon that he liked the girl. The Deacon immediately informed the Blacksmith that the match was satisfactory, even though the girl objected.

At a short distance away an artist was working and his model was posing in a gipsy wagon. Suddenly the horses attached to this wagon start running and the Blacksmith dashed after to rescue the girl in the wagon. He jumped on it, caught the girl in his arms and started to tell her how much he loves her. He did not know she was married until something came crashing down on his head, which was done by the artist, her husband.

When he went back he was met by the Deacon, who had witnessed the whole scene, and he then got his second whipping in payment for his fickle heart.

"Painless Love."

L-Ko Two-Reel Komedy.

CAST.

Dr. Hurts, dentist	Babe Hardy
Assistant	Billy Armstrong
Grasping Owner	Charles Inslee
The Wife of the Assistant,	Peggy Provost

(*Copyright* 1918, *L-Ko Motion Picture Ko.*)

BILLY ARMSTRONG and Peggy Provost are married secretly. Billy Armstrong is an assistant in the dentist parlor owned by Babe Hardy. Peggy Provost owns a ladies' swimming parlor in the building owned by Charles Inslee, which is directly opposite the home where Babe Hardy, the dentist, and his wife live.

All the trouble starts when Peggy's time is up for paying rent, and she is financially embarrassed, but Babe comes to her rescue and offers a check and an invitation to dinner. Charles, the owner, sees this and becomes desperately mad, because she refused his offer of marriage, and then Charles, swearing revenge, goes to the jealous wife of Babe and tells her all.

Charles, Babe's wife and all the others are all in a cabaret place and when an explanation is demanded they start a big chase, and the end shows them all struggling in the water.

SYNOPSES OF CURRENT RELEASES OF NESTOR, L-KO TWO-REEL WESTERN DRAMA.

Screen Magazine No. 94.

WHAT'S this! Women forsake powder puffs, French heels and mirrors for khaki uniforms, shiny leather puttees and salutes? Yes, and then in for training for the "Women's Motor Corps." See them follow instructions and then on active duty. With such pretty drivers our convalescent soldiers may not want to get well.

Which came first, the duck or the egg? This issue of the Screen Magazine will solve the question and will give you numerous reasons to prove the answer. Even ducks are now patriotic. They eat corn to save wheat.

New York will soon be over grieving the loss of John Barleycorn. Our signs will read "Near-Beer" and as for the many barrels on hand, well—a keg of beer would provide many a "pickle," so there is no reason why they cannot be used as pickle barrels.

This film ends up with a letter written by one of these soldiers, which goes something like this:

"Dear Buddy: Me and Steve got leave for a day. When we hit the big town, Lordy, what sights! When I tried to parade my gondolas across the street I was sorry that Uncle Sam wouldn't give me more than $10,000 insurance. Folks down here, runnin' like chickens with their heads off, lookin'for nothin'. Am preparing for our grand tour of Europe, so address my mail to Berlin.

(Signed) "BUCK."

LYONS-MORAN COMEDY, CURRENT EVENTS, ANIMATED WEEKLY, BRASS BULLET & SCREEN MAGAZINE.

"Maid Wanted."

Lyons-Moran Star Comedy.

EDDIE and his wife try to practice war-time economies, and deny themselves the luxury of a maid, but she cannot stand it very long and threatens to go to mother, unless he he gets in touch with the Employment Agency. There he is told there are no more maids. The only one near is at the home of his neighbor where Lee and his wife are living.

Eddie goes there and succeeds in getting the maid from there to come to his house, then Lee's wife calls up and tells him all about it.

Eddie and Lee then make a bet between themselves, without saying anything to their wives, that whoever wins in keeping the maid gets the $1,000 bet.

The wives do not like the maid, who is very much dolled up, and glad to be rid of her. The husbands have the $1,000 bet in mind and do everything to retain her. Here starts the fuss between hubby and wifey.

The wives pack up and leave, then suddenly decide to go back and find their husbands kneeling before the maid. Again trouble, until the husbands explain at the same time, a soldier boy passes and takes Dot away, whereupon she explains that they are going to be married. And peace dawns once again.

Current Events No. 79.

American Labor Leader Unites British Workers.—Samuel Gompers, President of the American Federation of Labor, photographed in England where he brought together in support of the war opposing interests of British workers.—*London, England.*

Canada's Prime Minister Opens Victory Loan Drive.—Premier Robert Borden and Cabinet Ministers start Dominion's great bond campaign on its way to "over the top."—*Ottawa, Canada.*

Austrian Surrender To Allies Made Complete By Armistice.—High Seas Fleet of the Dual Monarchy, shown here assembled at the Naval Base at Pola, must be disarmed and turned over to representatives of the Associated Powers and the United States.

On To Victory With Pershing!—Remarkable pictures made by United States Signal Corps photographers on the firing line in France and released thru the Committee of Public Information.

Germany Ready To Quit! Send Peace Delegates!—Marshal Ferdinand Foch, the great strategist, who will deal with the German envoys on their arrival in the Allied lines and who in behalf of the victorious forces of civilization is empowered to sign an armistice.

Sub-Titles.—One of the World War Immortals—men whose names will live forever in history—saviors of Civilization! General John J. Pershing. Field Marshal Sir Douglas Haig, who led his Bulldog British thru the years of Hell to triumph! Victor Emanuel, King of Italy, the courageous monarch who led his troops in person, who did not fear to cast his lot with the Right against the Wrong when the Wrong seemed about to win. David Lloyd George, Britain's Prime Minister, who has led the great Empire to the triumph and victory so many of its sons died to achieve. A Statesman of the World—Woodrow Wilson—Spokesman of Civilization. His name shall ring thru the annals of history with the glory it so richly deserves. Madness seizes New York as reports that an armistice has been signed are circulated. Thousands throng the streets while whistles blow and bells ring.

Unconditional Surrender!—Bloodshed Bill, the Beast of Berlin, believes in "Safety First"—that the world should be made safe for the Hohenzollerns, but some others think differently.

An Animated Cartoon by Leslie Elton.

Animated Weekly

No. 49.

100 *Killed,* 125 *Injured In Subway Wreck!*—Worst disaster in history of city's transit system occurs when five wooden cars of Brooklyn Transit train jump track in tunnel.—*Brooklyn, N. Y.*

Women Help British Navy "Carry On."—Fair sex of the Naval Auxiliary hold a Field Day as diversion from the daily round of routine.—*London, Eng.*

Sub-Titles.—The British bulldog grip. Calisthenics learned from their brothers in blue.

"Gold Star" Mothers Honor Their Hero Dead.—At the Hero Archway a wreath is laid before the names of those who fell in battle.—*Chicago, Ill.*

Sub-Titles.—"These heroic dead shall not have died in vain——" Bishop Fallows offers prayer. The Gold Star of Honor.

Polish Heroes Greeted by Metropolis.—Veterans of many battles are received by cheering throngs as they march thru the city escorted by an Honor Guard of American troops.—*New York City.*

Sub-Title.—Mayor Hylan and the veterans of the Polish Legion.

Yankee Dolls Go To Belgian "Kiddies."—Mrs. M. J. Hanrahan collects presents to be sent to little ones of King Albert's heroic people.—*Chicago, Ill.*

Red Cross Hospital Built On Racetrack.—Buildings for the care of wounded erected on site where the "ponies" once ran before cheering thousands.—*Paris, France.*

Sub-Titles.—His second "close shave." The first was on the battlefield. His first talk with some one from home.

West Point Breaks Graduation Record.—Classes of 1920 and 1921 are addressed by Assistant Secretary of War Crowell and Colonel Tillman, Superintendent of the Academy as they win their diplomas and commissions.—*West Point, N. Y.*

Sub-Title.—Cadet David W. Griffith, of Chicago, honor man of the class of 1920.

Allied Council Decides Fate of Defeated Huns.—Great generals and distinguished statesmen of all nations fighting Germany assemble at Versailles Conference to settle terms of Austrian and Turkish surrender and German armistice.—*Versailles, France.*

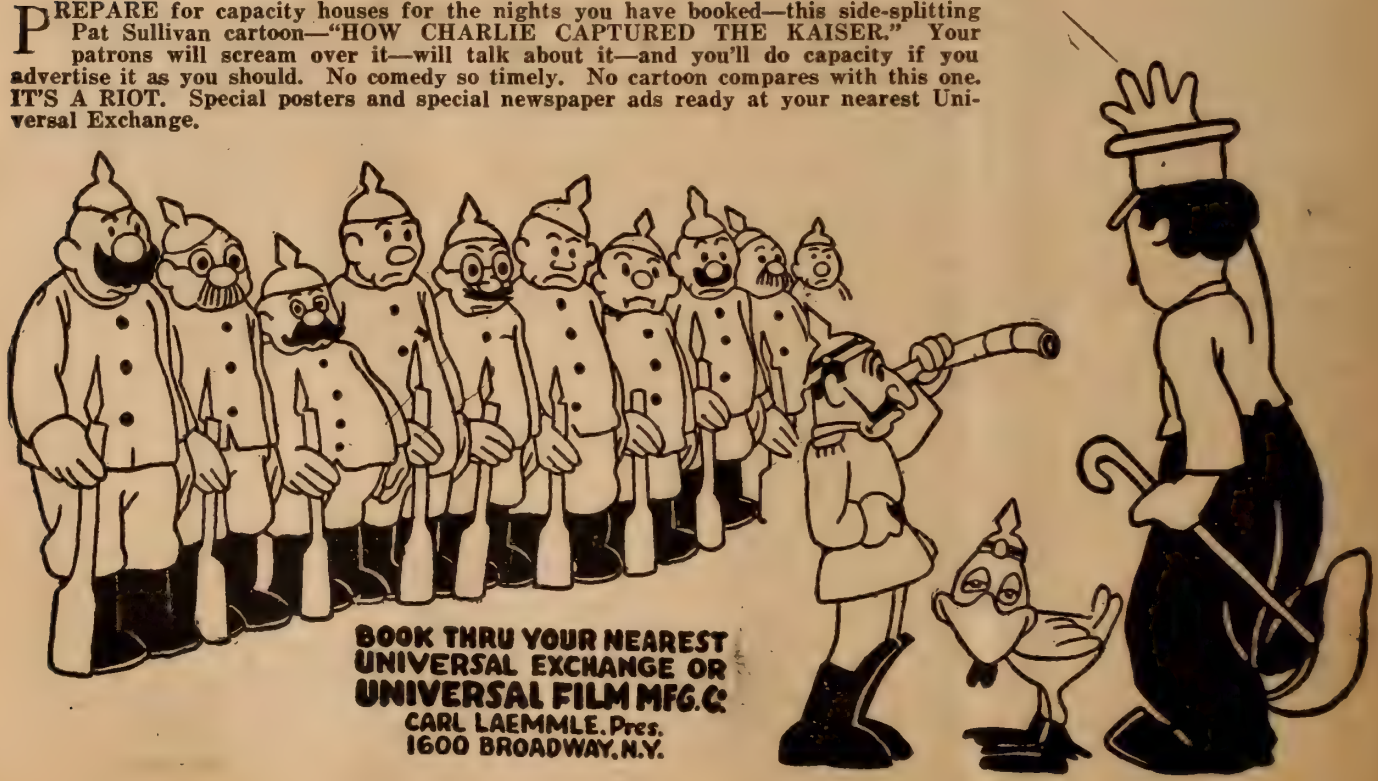
Sub-Titles.—Marshal Foch arrives—the great strategist who in 100 days has brought the German dreams of conquest crashing to earth in dust! Field Marshal Sir Douglas Haig whose British legions smashed the Hindenburg line to bits and drove the invader from Belgium. "Black Jack" Pershing whose millions of Yanks turned the scales of war from defeat to victory! David Lloyd George, Great Britain's great Prime Minister who in the darkest days saw not defeat but inevitable triumph! Georges Clemenceau, rench Prime Minister, the "Tiger of France," whose fierce, unrelenting courage has held his people a wall of steel against the Hun! Colonel E. M. House, Chairman of the American Delegation, the reserved and far-sighted statesman who speaks for the American people at this greatest Congress of Civilized Nations. While in Palestine, far from the council table of diplomats and generals, British, Anzac and Indian troops continue the liberation of the Holy Land from the bloody grasp of the Turk. French Colonial troops advance with their British brothers. The men who brought Turkey to her knees!

Cartoons by Hy. Mayer, World Famous Caricaturist.

"HOW CHARLIE CAPTURED THE KAISER"

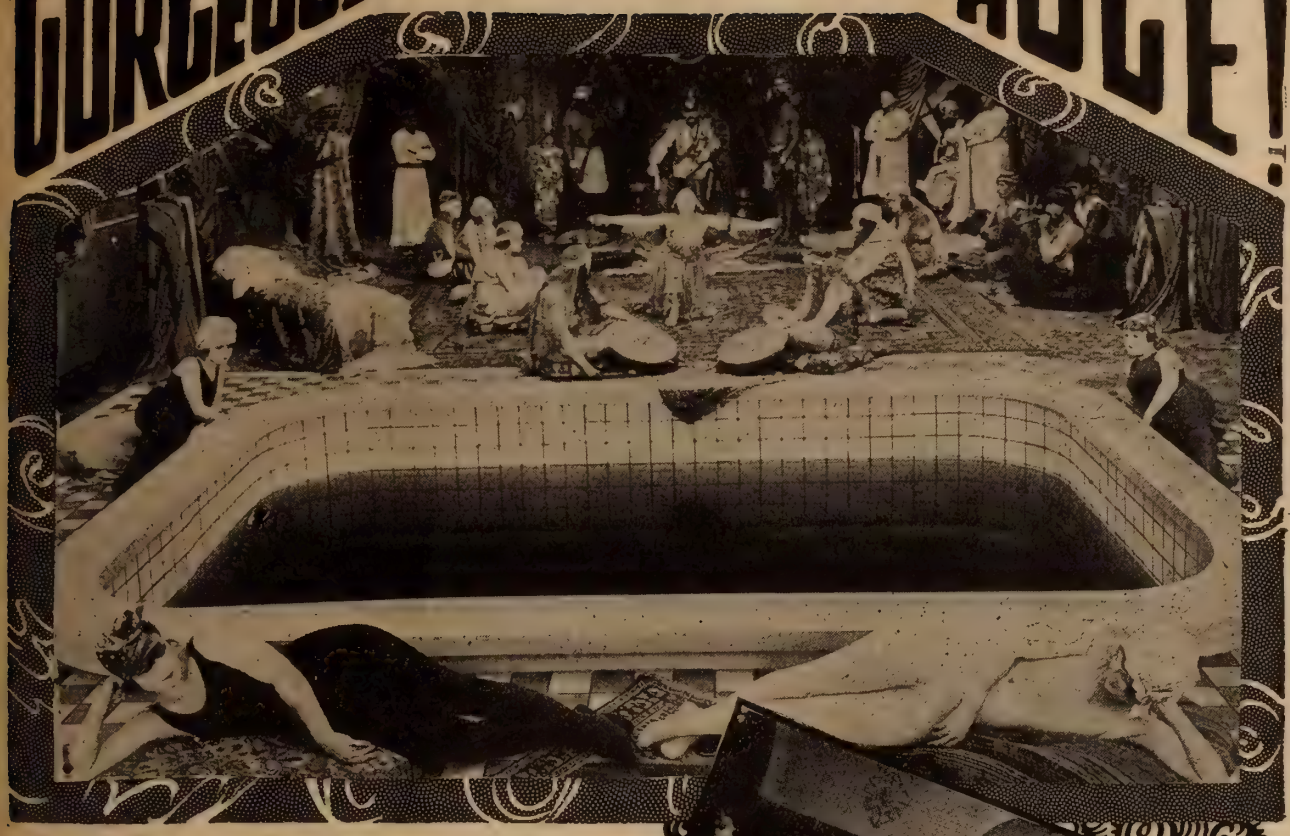
IT HAS SET THE WHOLE NATION LAUGHING AT THE FOOL KAISER.

PREPARE for capacity houses for the nights you have booked—this side-splitting Pat Sullivan cartoon—"HOW CHARLIE CAPTURED THE KAISER." Your patrons will scream over it—will talk about it—and you'll do capacity if you advertise it as you should. No comedy so timely. No cartoon compares with this one. IT'S A RIOT. Special posters and special newspaper ads ready at your nearest Universal Exchange.



BOOK THRU YOUR NEAREST UNIVERSAL EXCHANGE OR UNIVERSAL FILM MFG. CO.
CARL LAEMMLE, Pres.
1600 BROADWAY, N.Y.

GORGEOUS! HUGE!



A Sidesplitting, Glittering Hit of a Travesty on The KAISER-the Beast of Berlin

The GEEZER OF BERLIN

THE biggest, most gorgeously staged comedy ever put on the screen and the most successful two-reeler of this or any other season. A sure-fire hit and bigger now than ever. Book it to-day. Let 'em roar!

Bigger now than ever since the Kaiser has been canned.

JEWEL Productions INC
1600 Broadway New York City

Will draw even bigger houses than her national triumph "The Price of a Good Time"

Mildred Harris

in Lois Weber's coming Production de Luxe

"Borrowed Clothes"

YOU played "The Price of a Good Time" and you cleaned up. You've just lately shown "For Husbands Only" and again you packed them in. Now comes Mildred Harris in another Lois Weber triumph, even more appealing than the picture in which she made her national reputation. Don't let anything stand in the way of showing "BORROWED CLOTHES" at your earliest opportunity. This is an absolutely certain record-smasher and should be given at least twice your ordinary run. Book it today without fail.

JEWEL PRODUCTIONS
INCORPORATED
Executive Offices. 1600 Broadway. New York City

"Let the people know about the Lusitania. Made wonderful record Sunday. People more than satisfied."

STRAND THEATRE
Youngstown, Ohio

"The SINKING OF THE LUSITANIA"

The World's Only Record of the Crime that Shocked Humanity

Extra!

On Thursday, Nov. 7th, came the Message that Announced the Signing of the Armistice with Germany.

Tho' it turned out temporarily untrue it proved beyond the shadow of a doubt the tremendous pulling power of

The KAISER

—"The beast of Berlin"—

For the bookings almost doubled in the shortest period on record---Millions went to see it who never saw it before, and as

a result, Exhibitors fairly cleaned up. If you haven't played it---NOW, of all times, is your chance for a clean-up. If you've played it, REPEAT IT. IT'S bigger to day than it ever was since release.

JEWEL
PRODUCTIONS
INC.
1600 BROADWAY NEW YORK

JEW

Mildred Harris in
"The DOCTOR and the WOMAN"

Twelve months of
for You and for
the word "Jewe
able name in
picture

Claire Hammerstein
"The CO-RESPONDENT"

Dorothy Phillips
"PAY ME"

See and Book thru your nearest Jewel Exchange

ELS

preme success
have proven
e most depend-
e moving
siness.

"THE MAN WITHOUT A COUNTRY"

Herbert Rawlinson in
"COME THROUGH"

Louise Lovely - Carmel Myers in
"SIRENS OF THE SEA"

Home Office JEWEL PRODUCTIONS INC 1600 Broadway N.Y.

LIONEL C. REISS

"FOR HUSBANDS ONLY"

has built a reputation for my theatre

Geo. D. Hopkinson
Hamlin Theatre, Chicago

in Lois Weber's Baffling Society Drama

AS big a box-office triumph as "The Price of a Good Time," and one that you simply can't overlook if you want photoplays of the better sort for people of every age. Book this picture sure.

JEWEL Productions INC
1600 Broadway, New York City

LYONS MORAN
STAR-COMEDIES

By Far The
Class of the
Comedy Field

Charming

Ruth Clifford

in "The LURE of LUXURY"

A regular gem of a story that exposes a new angle on cornering the love market

Book thru your Bluebird Exchange or BLUEBIRD Photo Plays INC. 1600 Broadway N.Y.

The Moving Picture Weekly

Vol. 7. No. 16
December 7, 1918

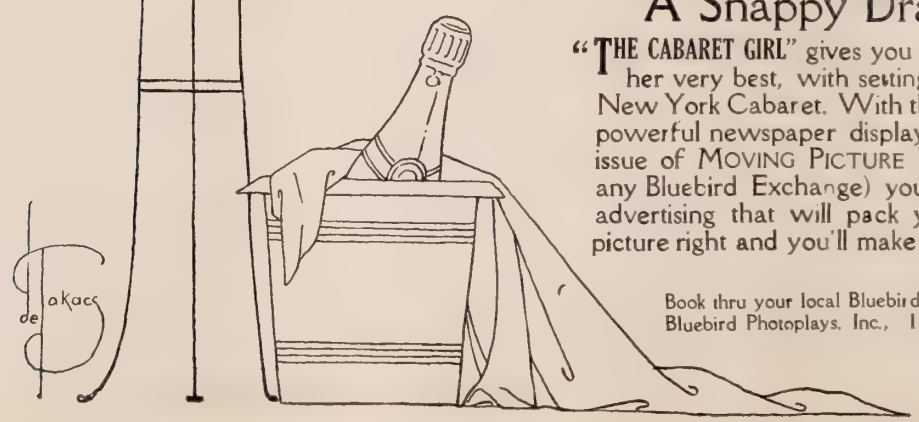
Priscilla Dean

BLUEBIRD PHOTOPLAYS present

Ruth Clifford in "The Cabaret Girl"

A Snappy Dramatic Feast

"THE CABARET GIRL" gives you beautiful Ruth Clifford at her very best, with settings and scenes of a lavish New York Cabaret. With this Box Office title plus the powerful newspaper display ad published in another issue of MOVING PICTURE WEEKLY, (procurable at any Bluebird Exchange) you have a Production and advertising that will pack your house. Handle this picture right and you'll make a small clean up.



Book thru your local Bluebird Exchange or Communicate with Bluebird Photoplays, Inc., 1600 Broadway, New York City

MASTER
COMEDIES
PRESENT

"A KAISER THERE WAS"

MASTER COMEDIES presents a big, brand-new comedy knock-out that will make millions roar with laughter—"A KAISER THERE WAS." AND IT COMES RIGHT AT THE TIME WHEN THE PUBLIC WANT TO SEE THE EX-KAISER GET IT IN THE NECK.

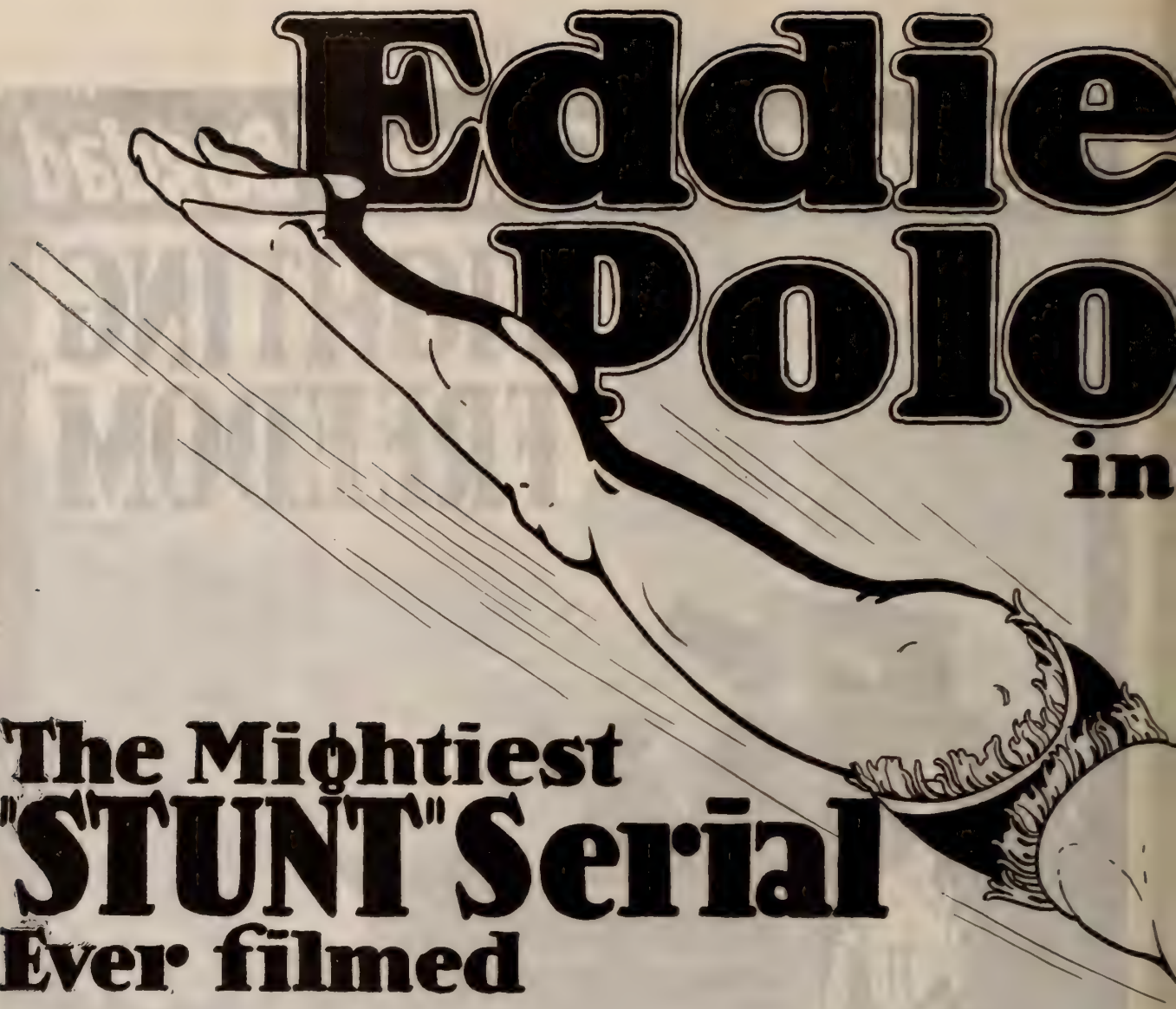
AND does the kaiser get it in the neck? Well, you just review this comedy and see. And will the public roar and laugh in glee to see him get it?

Just wait and see.

Special ads and posters to help you get the money with NOW.

Book thru your nearest Universal Exchange, or communicate with UNIVERSAL FILM MANUFACTURING COMPANY, Largest Film Manufacturing Company in the Universe, Carl Laemmle, President, 1600 Broadway, New York.

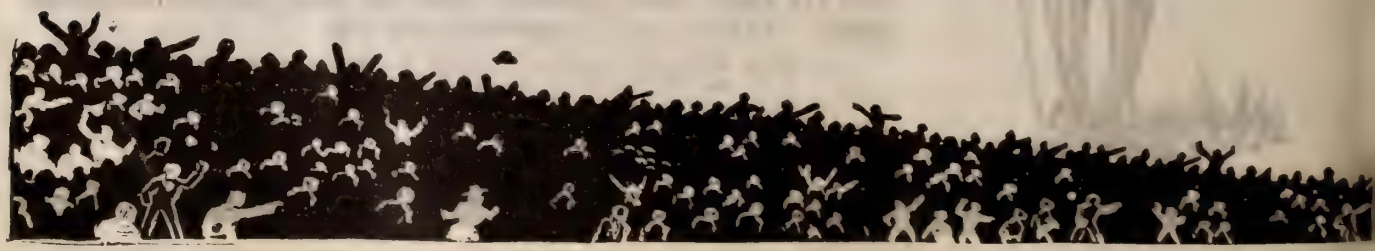
Eddie Polo in



The Mightiest "STUNT" Serial Ever filmed

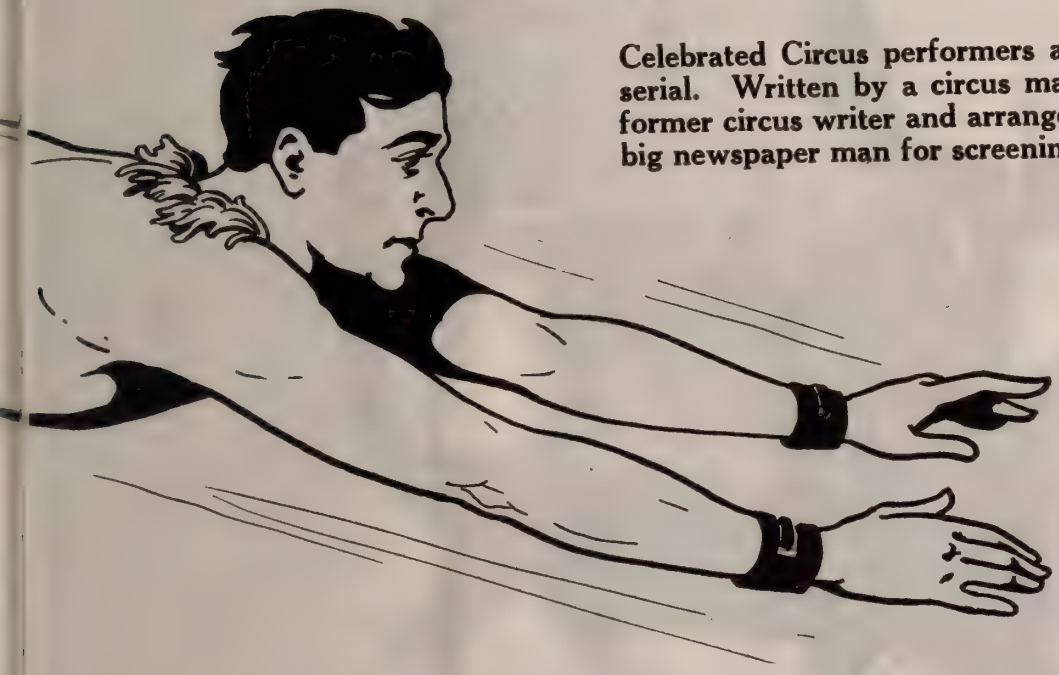
WE know as producers of serial pictures and YOU KNOW as an Exhibitor that what the public looks for in serial pictures is—STUNTS—and that's precisely and exactly what this serial is—A STUNT SERIAL—THE BIGGEST STUNT SERIAL on the market, with a love story and two beautiful young women as Stars—Eileen Sedgwick and Molly Malone.

We know and YOU KNOW that no stunt Star in serial pictures today even begins to compare with the fearless, reckless daring EDDIE POLO, Hercules of the films, the Star whose name stands out in Exhibitors' minds as the champion of them all for thrills.

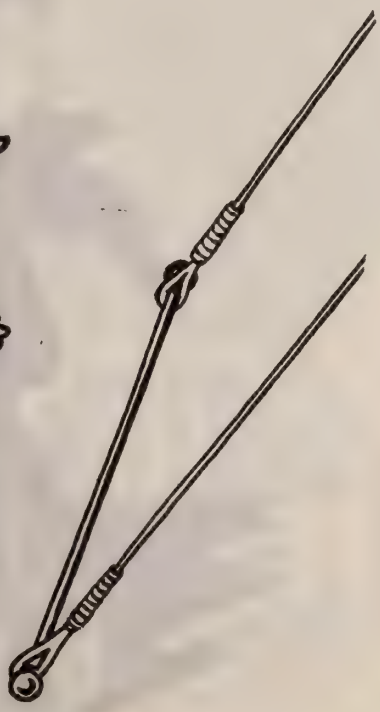


"The Lure of the Circus"

Besides the big drawing power of EDDIE POLO and the endless STUNTS and thrills in each episode, you can take advantage of the advertising value of such BIG points as this: Half a million dollars would not cover the cost of scenes and sets used in this big serial filmed under genuine circus tops.



Celebrated Circus performers are cast in this serial. Written by a circus man, edited by a former circus writer and arranged by a former big newspaper man for screening.



Get a copy of the big Advertising and Publicity Campaign Book and make use of all the big practical helps therein contained, all boiled down to FACTS. "THE LURE OF THE CIRCUS" is the biggest serial bet in many years. Handle it RIGHT and it will clean up for you.

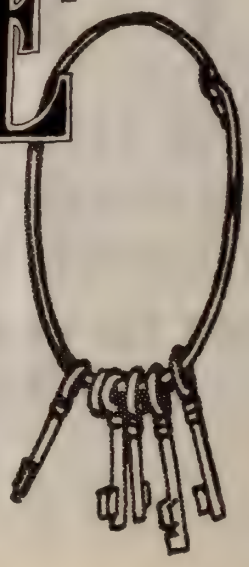
Book thru your nearest Universal Exchange, or communicate with the UNIVERSAL FILM MFG. CO., Largest Film Manufacturing Company in the Universe, Carl Laemmle, President, 1600 Broadway, New York.

Book Minxsome Snappy little

Edith Roberts

in her latest Bluebird

"SET FREE"



You can improve your weekly program of pictures greatly by showing such happy plays that everybody loves. Ready-prepared newspaper display ad, published in another issue of MOVING PICTURE WEEKLY, with strong posters and good lobby display matter will help you make money on this picture.

BOOK thru your local BLUEBIRD Exchange, or communicate with BLUEBIRD Photoplays (Inc.), 1600 Broadway, New York.

ONE OF THE MOST GRIPPING BOX OFFICE BLUEBIRDS OF THE SEASON

The Star of a Thousand Personalities

Monroe Salisbury

in the Powerful Photo Dramatic Triumph

"The LIGHT of VICTORY"

BOOK THRU YOUR NEAREST BLUEBIRD EXCHANGE OR Bluebird Photo Plays (INC) 1600 BROADWAY, NEW YORK CITY

MEMBER OF THE NATIONAL ASSOCIATION OF THE MOTION PICTURE INDUSTRY

THE MOVING PICTURE WEEKLY

A MAGAZINE FOR MOTION PICTURE EXHIBITORS

Published Weekly by the MOVING PICTURE WEEKLY PUB. CO.
1600 BROADWAY, NEW YORK CITY

PAUL GULICK, *Editor* JOE BRANDT, *Bus. Mgr.*
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Vol. 7. DECEMBER 7, 1918. No. 16

IN CANADA AT LAST.

"Where Are My Children?" Finally Passed by Canadian Censor.

WHILE we in the states were learning through the compunction of the "flu" that pictures four weeks old were every bit as acceptable to the public as those four days old, the Dominion f Canada is learning that a picture four years old is still a wonderful drawing card. For four years, censors of the Dominion have held up the Lois Weber production, "Where Are My Children." Now that the war is over, they are apparently in a more amiable and liberal spirit, but even then the subject was entirely rearranged and certain portions of it taken out before it could be passed.

It was passed, however, and last Sunday with a very short and spirited preliminary campaign, it was shown at the Holman Theatre. It opened on Sunday to a total business of $750.00, which implied a standing line of fans for blocks in length all day waiting to see this, one of the famous Lois Weber film productions, "Where Are My Children." It is to play for a full week at the Holman and it will then be booked through Canada as an entirely new production, which it is in Canada, although it is four years old in the States. Through the same kind of re-arrangement and cutting, a number of other productions which have been held out, have now been passed in Canada and it is more than likely that the Canadian Universal will be able to supplement its regular releases of film with a number of drawing features which circumstances have denied the film fans of the Dominion for several years.

NO FLOP WITH PEACE.

"Crashing Through to Berlin" with New Ending Continues to Draw Record-Breaking Crowds.

THE uncertainty as to how the public and the exhibitor regard war pictures, is highly reflected in the experience of one of the Jewel salesmen in Dover, New Jersey.

Dover is a town of eleven thousand people. The leading theatre there is the Playhouse, an 800-seat modern auditorium. The salesman dropped in to see Mr. Howell and to endeavor to book him the entire list of Mildred Harris pictures. But when he saw by the local paper that Howell was playing "Crashing Through to Berlin," he felt a decided hesitancy about tackling him. He was imbued with the idea that "Crashing Through to Berlin" was a war film, too. He didn't know whether the exhibitor would give him a hearing or attempt to beat him. One look at the theatre reassured him. It was packed to the bulging point and a long waiting line stretched clear around the block. Mr. Howell was delighted, to use the Rooseveltian expression.

"Best business I ever did on a picture," said Mr. Howell, "with the exception of 'The Kaiser.' I had 'Crashing Through to Berlin' booked for two days and I didn't cancel my booking because I have always played fair with the exchanges so I asked them to advance the dates and I did it with the idea of getting it over as soon as possible. I didn't expect to make money on it classing it with all other war pictures and I figured that war pictures were shot, by this time. But this isn't a war picture at all. It is a history of the war and a thousand times more interesting than history that you can read. I know, because my people like it and when they like a thing, they don't mind letting you know it. I didn't advertise it near as much as I did 'The Kaiser,' I just put up ordinary lobby displays and a small amount of billboard advertising and just a small "ad" in the papers. I tell you I didn't expect anything out of this show at all, and look what I got. This is the second day, too, and I could have played it a week in this little town to capacity business. The only other picture that drew out such a big crowd was 'The Kaiser, Beast of Berlin'."

Titles of Scenes from Current Events No. 81 on Opposite Side.

1. PROFESSOR THEODORE REINACH, LIEUT.-COL. IN THE FRENCH ARMY, HEADS THE FRANCO-AMERICAN FRIENDSHIP MISSION.

2. PART OF THE POWERFUL DREADNOUGHT FLEET WHICH GERMANY HANDED OVER WITHOUT A BATTLE TO THE ALLIES.

3. POWERFUL AIRPLANE ANTI-SUBMARINE GUN WHOSE SHELL BURSTS TWENTY FEET UNDER WATER.

4. A STUNT PULLED OFF IN COLUMBUS CIRCLE FOR THE UNITED WAR WORKERS CAMPAIGN.

5. WAR WEARY, BUT HAPPY, PEASANTS RETURNING TO THEIR HOMES IN PICARDY.

6. FRENCH ARTILLERY ACCOMPANIES PERSHING'S ARMY IN ITS ADVANCE TO LUXUMBERG.

ANOTHER COUNTY IS HEARD FROM.

MARIN SAIS, former Kalem star, who is seen in Mary MacLaren's support in "Vanity Pool," the latest Universal Special Drama just made by "the American Beauty of the Screen," laughs with scorn at ingenues who boast of having a face powder or dental cream christened in their honor.

She can well laugh, too, for one of the largest counties in California bears her first name. It was really named after her family, which was among the earliest Spanish settlers in the Golden State.

POLO'S CIRCUS STUNT.

EDDIE POLO, the Hercules of the films, left the movies for the circus or circusies, whichever is correct, for one day at least. When Barnum and Bailey visited Los Angeles, Polo staged his act before an audience of 10,000 persons. But the Universal camera was clicking all the time under J. P. McGowan's direction, for it was all a part of Polo's big new serial "The Lure of the Circus," which is now being released, and, besides, Polo was for the time being a member of the circus, taking the place of a performer who had just died. Read all about it on pages 34-35 of this issue.

SCENES FROM CURRENT EVENTS, NO. 81.

(For titles see opposite page.)

ANNOUN
EXTRAO

This Double Page Announcement, the most

important announcement ever made in the entire history of animated news reels, conveys the biggest message of consolidation ever printed. It heralds the consolidation of the popular UNIVERSAL ANIMATED WEEKLY—UNIVERSAL CURRENT EVENTS—MUTUAL SCREEN TELEGRAM and HEARST INTERNATIONAL NEWS, making by far the most gigantic combination of news gathering forces and animated news reels the World of motion pictures has ever known. The forces of the former HEARST-SELIG NEWS—plus the former HEARST PHOTOGRAPHIC forces of the HEARST PATHE NEWS news reels backed by the huge forces of the

UNIVERSAL ANIMATED WEEKLY
UNIVERSAL CURRENT EVENTS
MUTUAL SCREEN TELEGRAM

--Are Now Consolidated into One Institution,

eclipsing anything ever conceived or attempted in this line. By this consolidation, the INTERNATIONAL FILM SERVICE, INC., places before Exhibitors of the World the mightiest animated picture and news gathering facilities possible to procure. All of the great organizations of these former separate news reels are now combined into one tremendous force, bringing to Exhibitors all the world's news in pictures from every nook and corner of the globe, more than quadrupling the value, interest and power of these former individual news reel organizations.

Book thru your nearest Universal Exchange or communicate with the Universal Film Mn'fg. Co., Largest Film Mn'fg. Co. in the Universe, Carl Laemmle, President, 1600 Broadway, New York.

CEMENT
RDINARY

The International Film Service, Inc., guarantees

to so far surpass anything and everything in the news reel field, as to make comparisons ridiculous. It's news films will include all of the big features of the UNIVERSAL ANIMATED WEEKLY—UNIVERSAL CURRENT EVENTS—MUTUAL SCREEN TELEGRAM and the photographic features of the HEARST PATHE news, with huge additional features, that under no other circumstances could be procured, except by this consolidation. In addition to all the latest photographic news from every part of the world, there will be such great Box Office special attractions as animated cartoons by WINSOR McCAY, HAL COFFMAN, HY MAYER, T. A. DORGAN (TAD)—HARRY MURPHY, TOM POWERS and the GREAT OPPER, with such nationally advertised animated cartoon features as SILK HAT HARRY, SHENANIGAN KIDS and HAPPY HOOLIGAN by the

FAMOUS HEARST CARTOONISTS
WINSOR McCAY—HAL COFFMAN—HARRY MURPHY
HY MAYER—TOM POWERS and OPPER

The Entire Colossal News Gathering forces of

the INTERNATIONAL FILM SERVICE—the great combination of HEARST NEWSPAPERS throughout the country, backed by the unlimited advertising and publicity of the HEARST NEWSPAPERS, HEARST MAGAZINES and other forces guarantees one hundred per cent. box office power THREE TIMES A WEEK, as follows: HEARST NEWS on Tuesday, SCREEN TELEGRAM every Thursday and UNIVERSAL CURRENT EVENTS every Sunday—THREE A WEEK—each release with a drawing power equal to the costliest feature productions. WIRE INSTANTLY to your nearest Universal Exchange for contract booking or reservation. All these news reels to be distributed by the Universal Film Exchanges, Inc.

Book thru your nearest Universal Exchange, or communicate with the UNIVERSAL FILM MFG. CO., Largest Film Mfg. Co. in the Universe, Carl Laemmle, President, 1600 Broadway, New York.

Juanita Hansen in "The Sea Flower."

Juanita the Winsome

Tangled Ancestry in the Name of the Bluebird Star Makes Delightful Combination in Her Beauty and Personality.

WHEN Juanita Hansen was attacked by the disrespectful Spanish influenza she was not at all astonished. "I was bound to get it with my first name," she said as she lay lanquidly stretched out on her Castile couch. "I never had the German measles, but if any disease adopted a Norwegian affix I would be proud to catch it."

Juanita Hansen.

The combination of nomenclature suggests a softly muted guitar trying to play "The Battle Cry of Freedom" or some equally vibrant war song.

Juanita connotes to the mind a mantilla of rare old lace, a glass of frapped ojen, an arbor in sunny Aragon.

Hansen brings up a picture of a sturdy Danish sea captain, clinging to his ship as she makes the last lurch before sinking in a stormy sea.

But enough of impertinent persiflage about the star's name. For what's in a name, anyway, as the Avon continuity writer used to say. It's the girl you want to know about.

Follow Juanita home one day and you'll trail her to a delightful little castle on one of the Hollywood hills. You'll find it furnished with exquisite taste, with a Japanese motiff and an atmosphere quaintly oriental pervading the rooms. Many bits of furniture, bric-a-brack and odd, wierdly colored prints that adorn the walls were sent by dark-skinned, black-haired admirers of 'the blondiest blonde of the screen."

You'll find the silver trophy cup she won at the Venice bathing suit parade last summer in a prominent place always filled with fragrant California flowers sent by ardent admirers.

You'll find her mother, whom you first take as an older sister. She greets you graciously and suggests a cup of tea or a lemonade spiced with a dash of old claret from the cellar below.

But never try to call on Juanita unannounced.

You're liable to find her satin-pajama clad, stretched out on her chaise lounge in her living room, perusing the latest novel of the day, or mayhap you'll discover your last letter with the photograph you requested.

If you train your camera eye on her lithe figure you'll discover her in the foreground seated at a bizarre little Japanese writing desk that camouflages into a card table on a moment's provocation.

Looking past the vision of pink loveliness you'll see her Victrola. She delights to sit dreaming while listening to Geraldine Farrar pour out her heart in "Madame Butterfly," or John McCormack softly breathe "There's a Long, Long Trail a Winding."

When Juanita gets too old for the films she says she will be an animal trainer and direct jungle films. The day the writer and his picture-taker visited her home she tried to show her ability along such a line by posing "Pinky," her fluffy Angora, for a still picture with her own Brownie. But "Pinky" was temperamental, and "up-staged" his directress-camerawoman, and she had to dismiss the company for the day.

Juanita is passionately fond of flowers, and when her admirers are broke or thoughtless she ventures into the garden and cafeterias her own basket of posies.

Juanita started under D. W. Griffith's direction at the old Majestic Reliance studios, the melting pot from which has emerged many stellar celebrities. She has played with the American and Thomas H. Ince studios, as well as comeding a bit now and then with Mack Sennett.

At present she is signed up on a long time contract with Universal, and will follow up her appearance in "The Brass Bullet," her thrilling serial, by starring in Bluebird Photoplays. Her first Bluebird is entitled, "The Sea Flower," and is a romance of the Southern seas. Juanita as Lurline, the only bright spot on a plague and gin cursed island, has an opportunity to portray the primal beauty which is her inheritance from her Spanish and Viking ancestry. The story was written by George Hull.

Her very first appearance on the Universal City lot was in a Lyons-Moran Nestor Comedy. The name of the comedy escapes the memory for the moment, but it was one of the best ever made by the two Nestor twins. It was an Apache set, and Juanita came side stepping into it with all the artful and coquettish grace of a playful panther. A veritable gasp went up from the crowd in the projection room. Juanita was "made" from that moment. She was just another whom Eddie Lyons and Lee Moran have inducted into fame. The list includes Priscilla Dean, Edith Roberts, Betty Compson, Billy Rhodes, and Rosemary Theby. Dot Devore is the present Nestonite and they say she is in danged of being requisitioned by Harry Carey.

"The Sea Flower" is the second story by George Hull to find a Bluebird nest. The other is"Breathes there a Man," a magazine story which Monroe Salisbury is making under the title "The Light of Victory." Al Whitman supports Juanita in "The Sea Flower," with a cast of more than ordinary strength.

Fearless Eileen Sedgwick

EDDIE POLO'S NEW LEADING WOMAN NOT ONLY IS FEARLESS, BUT HAS ALL THE QUALITIES OF A SCREEN STAR IN "THE LURE OF THE CIRCUS."

EILEEN SEDGWICK, the beautiful star of many hurricane photodramas, has been selected to support Eddie Polo in "The Lure of the Circus." a Universal serial that will call for her greatest daring. J. P. McGowan, directing Eddie Polo in his terrific serial of circus life, searched the screen world for a woman of sufficient strength and nerve to support the star. He decided upon Eileen Sedgwick.

The fearless girl who will support Eddie Polo won her reputation for valor when she starred in many of the earlier Universal animal pictures. Her mastery over animals and her amazing lack of fear thrilled photoplay spectators all over the world. Of late weeks she has been starred in a Vitagraph serial in which Frank Glendon appeared as her leading man.

Among the talented actress' most famous screen achievements may be mentioned "Man and Beast," an animal picture said to approach the current serial, "The Lion's Claws" in greatness. Following daring work in this picture she appeared in "Quick Triggers," a picture directed by Harry Harvey, and in Murdock MacQuarrie's three-reeler, "Naked Fists."

With this reputation for fearlessness to go on, McGowan says that he has confidence in the little lady's ability to support Eddie Polo.

When she is not work before the camera Miss Sedgwick, it would appear, is starring in magazines. She is said to have been the heroine in Charles Van Loan's series of articles on motion pictures as printed by the Saturday Evening Post.

Eileen Sedgwick.

BEN WILSON AND NEVA GERBER FEATURED IN A SERIES OF NESTORS.

BEN WILSON and Neva Gerber, that popular pair of Universalites who endeared themselves to the screen public by their thrilling adventures in "The Voice On the Wire" and "The Mystery Ship," are once more to be seen in tandem formation under the "Big U" banner. Under Wilson's direction the pair will be featured in a series of one-reel Nestor comedy dramas, crammed to the brim with the utmost in cinema entertainment. "Let's Fight" is the title of their first new producion. It was written to order for Wilson and Miss Gerber by William E. Wing. In the supporting cast are Joseph W. Girard, Evelyn Selbie, Yvette Mitchell and other favorites. The next Ben Wilson Nestor is entitled "The Beautiful Liar." These two comedies are as near to the character of the Sydney Drew Comedies as it is possible for any one but the Drews to get. There is humanness in all their work, and they have chosen the same angle of domestic comedy which was used for so long by the Drews.

SHE WAS TOO PROUD TO——

No Jitney Jipping for This Real Ticket Plugger in "Who Will Marry Me?"

PAUL POWELL, Carmel Myers' director, is a stickler for realism.

In "Who Will Marry Me?" Miss Myers' latest starring vehicle, a motion picture show was part of the set for a Third Avenue scene. So Powell had a flicker shop erected.

Then he wanted a gum-chewing cashier.

No actress would do for the part; utter realism demanded that he get a real pasteboard peddler from a Los Angeles photoplay palace.

He got one. She was tickled stiff at the idea of playing in pictures, and saw visions of herself as a future Clara Kimball Baraford.

She came gaily on the set and then paused.

She read the sign, "Admission 5 Cents."

Then the storm broke.

"Me cashier for a 'jitney jip joint'?—me, the best thirty-cent plugger on Broadway—guess not!" she raged.

And all the persuasive powers of Paul Powell and his star could not "sell" her the idea that she would not lose caste by appearing in the picture.

SHE'S RIGHT.

Ruth Clifford Defines the Title of Her New Bluebird, "The Cabaret Girl."

RUTH CLIFFORD recently finished a Bluebird picture under the title of "The Cabaret Girl." One of her friends was asking her the derivation of "cabaret."

Ruth, who is a deep student of Greek and Latin, thought a moment and said:

"It comes from two words—'cab' the means of getting there, and 'hooray' the noise you make after you are there."

And she wasn't so far wrong after all.

NOVEL FOR SALISBURY.

MONROE SALISBURY is enjoying a brief vacation following his completion of George Hull's well-known novel, "Breathes There a Man," made under William Wolbert's direction. It will be released as a Bluebird under the title of "The Light of Victory."

It is the story of a navy officer who renounced his country only to save it in the hour of critical need.

Betty Compson is Salisbury's leading woman; Beatrice Dominguez is seen as a South Sea maid, and others in the cast include Andrew Robson, Robert Emonds, Fred Wilson and Fred Kelsey.

Can you Imagine a rough lumber Jack like this

marrying a beautiful young debutante like this

Yet that is precisely what happens in

"SHE HIRED A HUSBAND"

THE BLUEBIRD PHOTOPLAY featuring the dazzling Star

PRISCILLA DEAN

The Box Office power of this brilliant young star is increasing by leaps and bounds

Priscilla Dean's brilliant rise in the photoplay world, plus her recent successes such as "KISS OR KILL"—and others makes her your coming bet. Use the headline as we use on the top of this advertisement. It has Box Office possibilities. Use the ready prepared newspaper ad (very similar to this ad) and you'll make some unlooked for profits. Get this surprise and boost it.

BOOK thru your local BLUEBIRD Exchange, or communicate with BLUEBIRD Photoplays (Inc.), 1600 Broadway, New York City.

Priscilla Dean's remarkable performance in "KISS OR KILL" and other releases makes her your coming bet

"Miles in the lead of the Comedy Pictures"

LYONS-MORAN STAR COMEDIES

THIS WEEK'S RELEASE:

"DON'T WEAKEN"

Book thru nearest Universal Exchange or **UNIVERSAL FILM MFG. CO.**— Carl Laemmle, Pres. 1600 Broadway, N.Y.

Alice Howell in Shark Shoes

EVEN MONKEYS HAVE FEELINGS.

EVEN monkeys display rare judgment regarding the kaiser in these stirring times. The L-Ko Company needed a monkey to use in one of the scenes in "A Kaiser There Was," in which Billy Armstrong, Chai Hong and Eva Novak appear. The little animal was supposed to climb up on to the chair where Kaiser Bill, as portrayed by Bill White, was sitting. But apparently this monkey was decidedly anti-German, because after four hours of coaxing and swearing, Director Avery had to call for another monkey.

Another one was secured, but he too had certain views on the war, and a certain code of morals which even a monkey cannot break; so a third monkey was summoned in. But his attitude toward Kaiser Bill was exactly the same.

In a burst of final desperation, the director called for the meanest and ugliest of the monkey breed in town. After a few hours' search a terribly mean and devilish specimen was secured and put to the test. Lo and behold, the monkey did the work and climbed up and affectionately entwined his arms around the kaiser's neck, as if finding a long-lost brother. As Manager Jacobs of the L-Ko Company aptly put it, "I thought that monkey was pro-German all the time."

Shark Shoes for Alice

Star of Century Comedies Harkens to the Cry to Conserve Leather.

ALICE HOWELL, the pretty L-Ko comedienne, never worries about the price of shoe leather any more, because Alice has taken to wearing slippers made out of shark skin. She says they are "far more comfy than boots made from an old cow, anyway."

Miss Howell, while at work on "Untamed Ladies" at the L-Ko Studios, met a number of French war heroes who were visiting the studio. During the course of their conversation mention was made of the fact by one of the French lieutenants of the great scarcity of leather both in the United States and in France, and that the French government was encouraging the use of substitutes for leather.

The very next day Miss Howell didn't show up at the studio until late in the afternoon, and Hughie Mack, who plays opposite her in all of her pictures, had been worrying for fear she had run off with one of the French officers.

Finally in response to Hughie's many questions, Miss Howell admitted that she had spent the morning down at San Pedro, trying on—or rather, having fitted on, the first pair of shark skin shoes in Los Angeles. And now Miss Howell hates to go to bed at night, because she has to take off her little shark skin shoes.

HUGHIE MACK is going around these days with his face all bandaged up. While taking a scene for "The Cabbage Queen," an L-Ko comedy featuring Alice Howell and directed by Vin Moore, Hughie was supposed to be waiting for Miss Howell at the cellar door, at the same time imbibing from a pail of milk. Evidently Alice was feeling high-spirited and husky that day, for she opened the cellar door with a bang and poor Hughie's lip was all cut up with the pail.

HER shape is her fortune. Grace Orma of the L-Ko Company claims to be the thinnest and at the same time the most prolonged of our thinner comediennes, and one look at her is enough to convince the most skeptical. Miss Orma, who comes to the movies direct from the vaudeville stage, is to be seen in "Rough On Husbands," with Chai Hong, under the direction of Jim Davis, and in "Killing the Nerve" with Billy Armstrong and Babe Hardy, directed by Charles Parrott, both L-Ko comedies.

Here are the specifications for the human clothes-line: Weight, 115 pounds; neck, expanded, 11½ inches; neck, normal, 11½ inches; width of ankle, 3½ inches; length of wheel base, in toto, 72 inches; circumference at waistline, 19½ inches.

"WORK OR FIGHT" has at last reached the movies, but this time in the form of an L-Ko comedy. A very clever plot has been woven by Director Craig Hutchinson, showing the hardships of an unfortunate gentleman, rejected in the draft, and forced by the exigencies of the moment to "Work or Fight"; but through the cruelty of fate, he is unable to hold down any kind of job and has to be relegated to the scrap heap.

WHAT THE CAMERA CAUGHT

Lois Weber and Phillips Smalley directing.

THE whole point of Lois Weber's story, "Borrowed Clothes," in which Mildred Harris, now Mrs. Charlie Chaplin, is starring, hinges on a fire. It was necessary for the heroine to be under obligation of some sort to a care-free young man who had so obviously been attracted to her, so Miss Weber devised the plan of having her obligation to him take the form of the clothes she wore.

Mary Kirk, with the not too alluring proposition of a proposal from George Weston, had accompanied him on an excursion to the beach. But even the slight pleasure she expected to derive from the trip was doomed when she caught sight of Stuart Furth, who had contracted a habit of always being in some place where she could see him. While George and Mary were in bathing, a careless young man, before going out on the beach, took a long puff on his cigarette, then placed it carefully on a shelf in the bath-house, walked out and shut the door. The swinging of the door threw his silk shirt against the burning cigarette butt. The peace of mind, sense of conventionality and the street clothes of a thousand persons went up in smoke in less than ten minutes.

All of this circumstantial evidence to enable Furth to lend Mary his automobile coat and take her to his home was engineered by Lois Weber and Phillips Smalley at a well-known California beach resort, which at the time was populated with two or three thousand interested bathers.

It doubtless would have been just as realistic if the conservative plans of the directors had transpired as per schedule, but, like many things in life, they didn't. There were no garments to be charged with smoke in the bath-house, which the assistant had filled with extra large smoke pots, and the proprietor had been assured that there was no danger whatsoever to his property, as all they wished for was to create a dense smoke and to film a highly excited crowd who had apparently lost their prospect of getting back to civilization in any other way than a barrel. The bathers became duly excited, and the graflex cameraman whom Mr. Smalley had engaged to depict the excitement, clicked off at least two dozen plates of wonderful stuff. But where there is smoke there is liable to be some fire, and there was in this case. One of the real bath-houses caught fire from its moving picture neighbor, and then there was a real panic, such as the make-believe one never could possibly equal. The entire motion picture company, with the exception of Mr. Smalley, Miss Weber and Lewis J. Cody, were in bathing togs and the clothes of many of them were in the fire. Even the cameramen were enjoying the sad sea waves and the smiling sand in the least which the bathing censor would pass as moral. Camera shots and discretion were cast to the winds.

The emotions of the two directors were a strange mixture of disappointment that the cameramen were not on the job to catch this new punch that the bathers put into their agony and apprehension less the bill for the fire would make their production a record for expenditure.

The Dainty Delightful Star

CARMEL MYERS

in Her Latest Comedy Drama Success

"ALL NIGHT"

Carmel Myers in "ALL NIGHT" is a light play, the kind that everybody enjoys. It's the type of play that has brought Miss Myers to the front, because it furnishes the greatest majority with entertainment of the 100 per cent. variety, and that's what folks go to picture theatres for. As usual, a special, ready-prepared newspaper ad. in mat form may be had from your Bluebird Exchange.

BOOK thru your local BLUEBIRD Exchange, or communicate with BLUEBIRD Photoplays (Inc.), 1600 Broadway, New York City.

Announce JUANITA HANSEN in Her First Feature Production With This Ad

Take advantage of the drawing power of this newspaper ad, mat of which you can secure from your nearest Bluebird Exchange for 20c. Use it to announce Juanita Hansen's premiere appearance in her first feature play. Take advantage of the fact that Juanita Hansen is the most beautiful girl that ever appeared in a serial picture. Book and boost this drawing card.

BOOK thru your local BLUEBIRD Exchange, or communicate with BLUEBIRD Photoplays (Inc.), 1600 Broadway, New York City.

Carmel Myers.

GRADUALLY exhibitors are waking up to an appreciation of publicity supplies which are furnished them by the film companies.

In addition to the stock of newspaper cuts which are made for all the Universal, Bluebird, Special Attractions and Jewel stars, and which can be obtained in either single or double column sizes, and in either cuts or mats, the Universal Publicity Department has decided to make another line of cuts for certain of the stars.

Every newspaperman is fully aware that line cut makes a better reproduction in a newspaper than a half-tone does. For that reason we have engaged an artist to draw pictures of the following stars: Dorothy Phillips, Mae Murray, Priscilla Dean, Harry Carey, Eddie Polo, Marie Walcamp, Mildred Harris, Carmel Myers, Edith Roberts and Monroe Salisbury.

Marion Freedman is the artist doing the work and the first of the sketches is reproduced at the head of this column. The star cuts will not appear as this one of Carmel Myers does, in an oval frame. They will either have no border at all or a square wavey line border to set them off. These cuts will all be ready within the next week or ten days and are to be used, like the other publicity star cuts for newspaper use only. They can all be used over and over, and in case an exhibitor needs several of them, an electro can be made by any photo engraver or an electrotyper in your city. Very frequently the original is never used except to make an electro from.

The line cut is an innovation and the beauty of it is that an engraver can make a cut direct from any copy of it in any size desired.

Try an Advertisement Like This

"JOOST A MINOOT"

"What's a marra you. Who you wanna taka to de jail house. You no getta my Toni so easy. I love heem and if you tak heem away you muss first taka me." That's REAL love and there's only one real portrayer of Italian characters and that's sweet little

CARMEL MYERS

She's the daughter of Rabbi Isadore Myers, formerly of Montreal, and she went to Los Angeles to go into the "movies" and she made GOOD. To-day she stands alone, as the perfect delineator of types that hail from Sunny Italy. You've seen her in "My Unmarried Wife," "Broadway Scandal" and "The Marriage Lie." Now see her in her latest success—

"WHO WILL MARRY ME"

A play that will live long in the hearts of every film fan in Montreal. It will arouse love's passion; it will start real tears; it will make you laugh till your cheeks ache; you'll want to kiss her, because, after all, she is an "adorable minx." Don't miss this, the greatest picture she has ever posed in. It will be at the theatre that does big things in a big way—

(Opposite Phillips Square)

HOLMAN

TODAY, FRIDAY and SATURDAY.

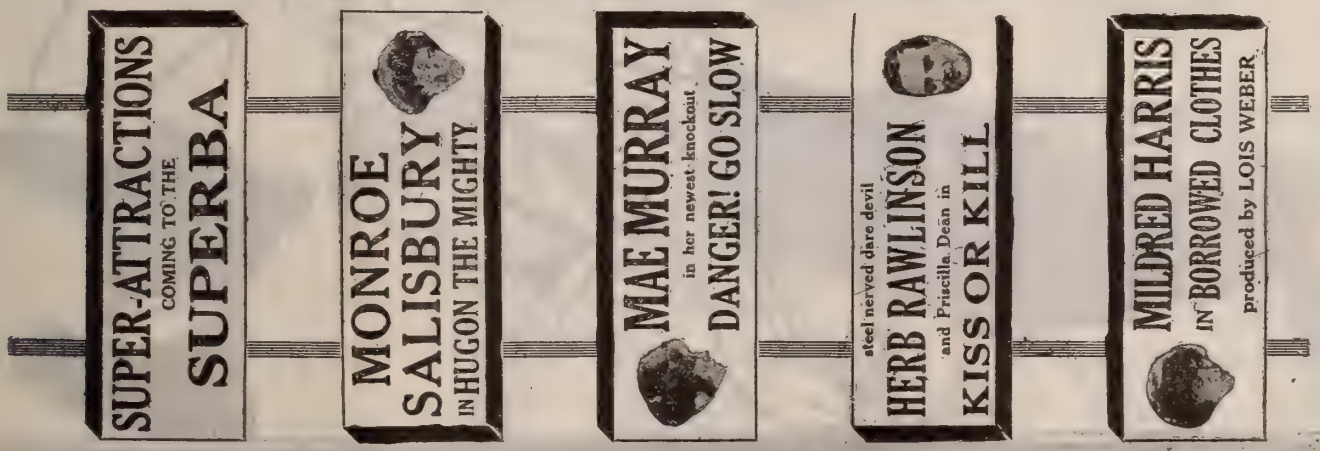
Other Holman Features of Quality. NO INCREASE IN PRICES

This was an adv. made up by the Holman Theatre for a showing of "The City of Tears," a Bluebird photoplay in which Miss Myers plays an Italian role. She plays the same kind of role in her latest photoplay, "Who Will Marry Me?"

Striking two-column advertisement made for the Superba Theatre and attractions at the Superba.

The Pantheon Books only the Very Best

Crowd in front of the new Pantheon Theatre, Lubliner and Trinz's newest Chicago house, at opening there of Dorothy Phillips in "The Talk of the Town." A beautiful house, a beautiful play and a beautiful star.



From the Los Angeles Express, designed by the Press agent, showing in an attractive manner the coming plays.

Pat Sullivan's Greatest Animated Cartoon

"HOW CHARLIE CAPTURED THE KAISER"

IF you haven't booked and played—"HOW CHARLIE CAPTURED THE KAISER"—you have a pleasant surprise coming to you, for if you use the ready-prepared newspaper mat, procurable at any Universal Exchange—if you use even a small showing of posters, and a little pep, this rip-roaring Pat Sullivan Animated Cartoon will pack your house. NOW is the exact time to show it. See your nearest Universal Exchange at once.

. . . . . .

Book thru your nearest Universal Exchange, or communicate with the UNIVERSAL FILM MFG. CO., Largest Film Mfg. Co. in the Universe, Carl Laemmle, President, 1600 Broadway, New York.

Mary Maclaren
in
"VANITY POOL"

UNIVERSAL SPECIAL ATTRACTION.

MARY

"VANITY

Augmented Cast of All

"Let me teach you what the word "Love" can mean

UNIVERSA
ATTI

MAC LAREN

POOL"

STAR Players.....

"Panic stricken she forgot the street yawning far below."

"Doll up, Girlie - and catch a rich man for your old mom's sake!"..

SPECIAL
ACTION

TWO SUPERB BOX OFFICE ATTRACTIONS

PRISCILLA DEAN in "Kiss or Kill"

The Love Story of a Lonely Burglar.....

UNIVERSAL SPECIAL ATTRACTIONS

DOROTHY PHILLIPS in "The Talk of the Town"

A Smashing Hit.

Read Harrison's Review on "The Wild Cat of Paris" with PRISCILLA DEAN

(Universal Special—Dec. 30. Directed by Joseph De Grasse.)

THIS picture will rank among the best Priscilla Dean contributions. Heart interest, due to personal sacrifices for a higher ideal; mental excitement, caused by the rapid action of the plot; suspense, owing to inability of foretelling the action; these are its entertaining elements.

The Apaches of Paris, their relation to the community before the war and their conduct toward France after the memorable days of August, 1914, is the theme of the story. It is not, strictly speaking, a war subject, but one in which some war scenes have been resorted to in order to bring out more vividly the fact that even the Apaches, whose aversion for law and order is well known, when Paris, their home, was threatened, did not fail to rush to the rescue.

I doubt whether a real Frenchman could have imparted to this picture a more realistic atmosphere. To the great majority of us, the knowledge of Apaches comes from the novels we have read. The scenes in this picture tally exactly with the images we have invariably proved popular. I am inclined to believe that, in picture form, they will prove equally interesting.

The acting of Miss Dean is marked by the same degree of virility, the same liveliness, as that of her past contributions.

The picture is clean and, though strong, owing to the uncommonness of the subject, should appeal universally. Length, six reels.

P. S. HARRISON,
Motion Picture News

He says in the Motion Picture News "It's One of Priscilla Dean's Best"

-"she purr
-she claw
-she scratch
-but, Mon Dieu! how she love!

Something new—something different—something human. Beautiful, gay, laughter—loving Paris as it was in 1914—the famous Latin Quarter with its studios—the picturesque Apaches and their dare-devil women—the true Bohemia. A wonderful love story in a picture as vivid as a lightning flash. A Star who fills the eye and heart with emotion. A Universal Special Attraction soon to be released and a sure success. Watch for it.

Priscilla DEAN

COMING IN

The WILDCAT OF PARIS

SCENES FROM ANIMATED WEEKLY, NO. 51.

Soccer football puts kick into the aviators at training school.

Capt. E. B. Waller, R. A. F., pilot of the world's largest bombing machine.

Mayor Hylan receives the Belgian and French prelates.

Hoover and Hurley (on right) as they sailed to direct the food supply of Europe.

Even bayonet practice is prescribed for the aviator. It is the best of physical exercise.

One of the aerial guardians of the national capital—a Handley Page bomber.

One of the wonderful posters for "Vanity Pool."

Mary MacLaren's Bes

Story by Nalbro Bartley.
Scenario by Ida May Park.
Directed by Ida May Park.

CAST.

Mary Royal	Mary Mac Laren
Gerald Harper	Thomas Holding
Carol Harper, his wife	Anna Q. Nilsson
Drew Garrett	Franklyn Farnum
Uncle Penny	Winter Hall
Jarvis Flint	Frank Brownlee
Diana Casper	Marin Sais
Mrs. Royal	Virginia Chester
Mr. Royal	Willis Marks
Miss Key	Mary Talbot

THE STORY.

ON the edge of the vanity pool where men gaze too often and in gazing are destroyed, lives Gerald Harper and his wife.

They are united only by one thing ——Gerald shall be successful in his campaign for governor. Because Diana Casper, a friend of his wife's, has a pull with Jarvis Flint, an influential politician, Gerald persuades her to use her influence upon Diana, agreeing to take her place to call upon some poor people to whom she has been assigned, who live in destitution and squalor. Mary Royal, the daughter of the poor people, seems to be of different clay from the rest. It is this child-woman that Gerald talks to when he calls.

He sends the family clothes and comforts, devoting particular attention to Mary. They become interested in one another, but the association is innocent.

Gerald chances in one day and sees the girl in woman's garb. He kisses her. Then he leaves the house quickly. The girl thinks it his promise to marry her and prepares for the wedding.

Meanwhile Diana has tried to influence Jarvis Flint to support Gerald. Jarvis, angry because Diana does not return his love, refuses. He says he will do all he can to ruin Gerald.

Diana happens on the fact that Gerald is interested in Mary. Calling Garrett, Gerald's friends, she tells him that she has discovered that Gerald is leading a double life. She uses this information to try to force Garrett into a promise to marry her. She tells him that his refusal will mean ruin to Gerald, through Flint. Garrett does not love Diana and tells her so. Diana, rushing to Flint, gets him to launch a campaign against Gerald.

Diana informs Mrs. Harper of her husband's affair with Mary. Carol upbraids Gerald, but tries to hush the ugly tongues of gossip to save herself. Garrett goes for Mary who accompanies him willingly to Gerald. She does not know he is married until he tells her that she must live at his home to silence slanderous gossips.

Mary does so, but is heart-broken. Flint tries to make her say that it is a frame-up and tells her she is no better than a women of the streets. Mary returns to her squalid home.

Flint next tries to force Diana to give herself to him. In the struggle she falls from a window and is killed. Flint is arrested.

Garrett seeks out Mary, and the little girl of the tenements finds she has a Prince Charming after all.

FOR THE HERALD.

FROM constant gazing into the Vanity Pool six people came to the brink of a terrible abyss and one went crashing down to destruction when one little electric kiss fired a hidden mine of excitement. For the man was married and he had not told the sweet little tenment house girl, Mary Royal, who received his salute as the pledge of his hand. True, his only bond of sympathy with his wife was his chance to win the governorship of the state. And that is the reason the little kiss went ringing down newspaper row like a clap of thunder.

That's how it started! You'll have to find out for yourself on ..... at the ..... theatre how it all ended.

SIX-STAR PHOTOPLAY IS NEWEST VEHICLE OF MARY MAC LAREN

Featured Performers of Many Successes Appear in "Vanity Pool."

POLITICAL INTRIGUE VIVIDLY PORTRAYED

Franklyn Farnum, Thomas Holding, Marin Sais, Anna Q. Nilsson and Virginia Chester.

"VANITY POOL," Mary Mac Laren's latest Universal Special Attraction, is a six-star photoplay, for instead of having merely a group of ordinary actors and actresses in her support, the cast for the "American Beauty of the Screen's" newest production includes five of America's best known screen luminaries.

Franklyn Farnum, formerly a Bluebird star in his own right, shares leading masculine honors with Thomas Holding, the distinguished English star, who has been featured in a score of productions.

Marin Sais, former Kalem star; Anna Q. Nilsson, former Metro star, and Virginia Chester, former Biograph and Mena star, all have important feminine roles in support of Mary Mac Laren.

"Vanity Pool" was based on the story by Nalbro Bartley and has been turned into a colorful and convincing screen success by Ida May Park, Universal's famous woman director.

It vividly portrays the intrigues of political life and points out how scrupulously clean a would-be office-seeker must keep his skirts. The star is seen as a tenement girl, who finds that love is but a hollow mockery when she discovers the man her heart cries out for already has a socially ambitious wife. There are any number of big situations and tense moments. Critics who have seen "Vanity Pool" in pre-view declare it even a better production than "Bread," in which Mary Mac Laren created a furore recently. "Vanity Pool" comes to the ..... Theatre .....

Mary Mac Laren, who is starred in the Universal Special Attraction "Vanity Fool,' holds a commission as godmother of the United States Navy, presented to her at the Naval Reserve Training Station at San Pedro, California. "Vanity Pool" comes to the ..... Theatre .....

pecial Attraction "Vanity Pool"

AT A GLANCE.

STAR—Mary Mac Laren.
PREVIOUS HITS—"Bread" and "A Model's Confession."
DIRECTED BY—Ida May Park.
PREVIOUS HITS—"Broadway Love," "The Grand Passion," etc.
STORY BY—Nalbro Bartley.
SCENARIO BY—Ida May Park.
SUPPORTING CAST—Thomas Holding, Franklyn Farnum, Anna Q. Nilsson, Winter Hall, Marin Sais, Frank Brownlee, Virginia Vhester, Willis Marks, Mary Talbot, Walter Belasco.
TIME—To-day.
LOCALE—Homes of the wealthy; the tenements; fashionable cafes.
THUMB-NAIL THEME—The story of a young girl of the tenement whose influence in the lives of the mighty tears away the masks of convention and makes the posers of society see their real image in the murky waters of the vanity pool.

DARING ACTRESS FALLS FROM 10-STORY WINDOW

A WOMAN falls from the ten-story window in full view of the audience in the latest Universal Special Attraction, "Vanity Pool," with Mary Mac Laren in the leading role. This thrilling stunt is performed by Marin Sais, one of six motion picture stars used in this production, which will be shown at the ..... Theatre on .....

In this remarkable feature, which was adapted from the story of Nalbro Bartley and produced under the direction of Ida May Park, the role of Mary Royal, a girl of the tenements, is interpreted with rare feeling by Mary Mac Laren, the "American Beauty of the Screen." The story deals with political intrigue and the trustfulness of a little unsophisticated girl.

Anna Q. Nilsson, who has been seen in leading roles in half a hundred Metro successes, has the part of the socially ambitious wife in "Vanity Pool," Mary Mac Laren's newest Universal Special Attraction, which will headline the bill at the ..... Theatre .....

BUILD A VANITY POOL IN YOUR OWN THEATRE

HERE'S a suggestion for a novel lobby display on this picture.

Cover an ordinary small table or stand with purple draperies that reach to the floor. On this place a large bowl or box, lined with purple cloth, preferably plush or satin. Place in the bottom of the bowl or box, on top of the lining, a mirror, the edges of which are covered by the folds of the cloth. Around the outside of the box on the table should be placed several potted plants, the pots concealed by sod or ferns or other foliage. If possible, cover the entire display with foliage and moss.

Above the display place a sign bearing the invitation, "See Yourself in Vanity Pool." The display will arouse comment on your lobby and picture. If your business is large enough to warrant the expenditure, you can have a fountain built.

ADVERTISING PUNCHES.

1—The popularity of the star, whose "Bread" and "The Model's Confession" have made her a nation-wide favorite.
2—The all-star cast, including Franklyn Farnum, former Bluebird star; Anna Q. Nilsson, former Metro star; Marin Sais, former Kalem star; and Virginia Chester, former Biograph and Mena star.
3—The terrific blow given to false pride and the lesson that we must look deep if we are to see our real selves in the vanity pool.
4—The sensational falling of a woman from a ten-story window.
5—The insight given into crooked politics.
6—The superb role that is given Mary MacLaren, as Mary Royal, the maid of the tenements.
7—The high-light contrasts between the home of the tenement girl and the palaces of the wealthy.
8—The speedy action of the story, which moves like a Twentieth Century Limited.
9—The fact that Nalbro Bartley, the author, is well known as a magazine writer.
10—The elaborate settings of the play.
11—The superb gowns worn by the stars, Marin Sais and Anna Q. Nilsson.
12—The battle between a woman of the world and a sensuous political boss in a private dining-room.

AD CATCH LINES

To the girl from the tenements love meant more than to the society queen.

Mary MacLaren's supreme role—see her as Mary Royal, the belle of the tenements.

For years he had not kissed his wife—and then his lips met those of the girl of the tenements.

Are you living on the edge of the vanity pool? Don't fall in!

She thought his kiss an offer of marriage.

The door to love and wealth opened—she stepped forward—and then it slammed in her face.

See the part that pretty women play in crooked politics.

In one warm, pulsating kiss she gave her soul to the man she loved and then—

Is marriage a hollow mockery? Has Cupid cloven hoofs?

Don't run for office unless your skirts are clean.

Innocence betrayed by opulence.

Taking Full Advantage of Circumstances

Front of lobby of Broadway Theatre dressed for the showing of "Borrowed Clothes," now in its second week.

The perfectly legitimate way in which a marriage which interested the whole world was turned to account by the Broadway.

PROFITING by circumstances, is a species of fore-handedness by which every exhibitor should profit. There's no more timely or more striking example of the benefit to be derived from such a plan than the example of the Broadway Theatre for the past two weeks. In the news column on a certain Sunday, not so long ago, appeared a dispatch from Los Angeles stating that Charlie Chaplin and Mildred Harris had been married. Immediately that created a condition of things which was of great interest to the general public and the moving picture public in particular. It also happened that Charlie Chaplin's latest film "Shoulder Arms" had played to remarkable business at the Broadway Theatre for three weeks and that "Borrowed Clothes," the latest Mildred Harris Jewel picture had been booked for the week following the newspaper announcement of her marriage to Chaplin. Here was a fortuitous circumstance which M. Kashin, manager of the Broadway immediately turned to his own advantage in a striking and purely legitimate manner. Right off the bat, he decided to bill Mildred Harris as Mrs. Charlie Chaplin, not that the name of Mildred Harris was not a strong drawing card, or that "Borrowed Clothes" was not a mighty good title to advertise, nor that Lois Weber wasn't a director whom a wide awake press agent could afford to overlook, but the one staggering item of news for the week had been the marriage of the screen comedy king to one of the youngest stars of screen drama. Now to capitalize that piece of news.

A photograph of the front is herewith reproduced showing as it does a made up oval panel of Mildred Harris and Charlie Chaplin with a line across the bottom reading "Just Married." On either side were ornamental cupids and at the bottom an oval portrait of Mildred Harris and one of Charlie Chaplin. On either side placards announcing "Mr. & Mrs. Chaplin on the same program." The side placards announced the two stars in the production in which each one appears.

Further back in the lobby over the main entrance, Mr. Kashin had enlarged an invitation which he had made to the widest proportions of the lobby. The announcement as it appeared will be found on the cut on page 31.

In connection with this arrangement for the lobby which rendered it a striking innovation, Mr. Kashin sent an invitation engraved as it appears in the cut to a list of society people whom he rightly judged would be interested in seeing for themselves just what the bride of Charlie Chaplin looked like. For two weeks the Broadway Theatre has been crowded as it seldom has been before with its line of be-jeweled and be-furred women in their automobiles extending for blocks. You will note that Mr. Kashin has not made any statement or insinuated any ideas in his lobby display which are not strictly accurate and according to facts. Where he has made a statement to pique curiosity, he has an alibi for every pique.

BROADWAY

Theatre, B'way at 41st St.
Direction M. KASHIN.

SECOND WEEK

CHARLES CHAPLIN
MILDRED HARRIS
Just Married.
'Twill Be Your Unique Privilege to See for the First Time
MR. & MRS.

CHARLES CHAPLIN

in Their Latest Offering on the Same PROGRAM

Mrs. Charles Chaplin (Mildred Harris) in "Borrowed Clothes"	Mr. Charles Chaplin (HIMSELF) in "Shoulder Arms"

Continuous from Noon to 11:30 P. M.

Mr. & Mrs. R. C. Harris
announce the marriage of their daughter
Mildred
to
Mr. Charles Chaplin
Wednesday, October Twenty-third, Nineteen Eighteen
At Home
Broadway Theatre
All This Week

The Broadway Theatre
begs to announce that
Mr. & Mrs. Charles Chaplin
will be presented in both of their latest screen offerings the week of Sunday, November Seventeenth
MILDRED HARRIS in "Borrowed Clothes"
CHARLES CHAPLIN in "Shoulder Arms"

EXHIBITORS

MR. KASHIN has offered to make suggestions to any exhibitor sending photographs of his lobby display to him. He wants to know what kind of house it is, and to know the classification. Refer to page 19 in the November 16th issue of the Weekly.

Exact reproduction of an invitation which was sent to a selected list of patrons enlarged and placed over the main entrance.

The Jewels Still Go Marchi

FULL CAPACITY.

The Geezer of Berlin is one of the best comedies ever seen. The Circle Theatre played it to full capacity both days. People are inquiring daily whether it will play once more here. I believe every Moving Picture theatre owner ought to book it.

Respectfully,

PHILIP KRIM, Asst. Mgr.,
Circle Theatre Detroit.

RAISED THE ROOF.

Played "Crashing Through to Berlin" on this date (Oct. 10) and will say it is one of the most interesting and authentic pictures of the war that I have ever seen and I have seen most of them. It more than pleased my patrons, their enthusiasm nearly raised the roof. Will play a return on this.

Yours truly,

R. M. JARECKI, Manager,
Colonial Theatre So. Pasadena, Cal.

YOU MAKE NO MISTAKE.

I am more than pleased to advise you that the "Geezer of Berlin," the two reel Universal's Comedy, went over big at the Alhambra Theatre for seven days, would have kept it on another week but owing to previous bookings could not. This comedy in spite of rainy weather all week, more than balanced our program, which otherwise, would have been a little weak, and of course we got the money. Live exhibitors make no mistake in booking this winner.

Very truly yours,

The Citizens Alhambra Theatre Co.
H. C. HORATER, Sec'y-Mgr.,
Toledo, O.

THE TWO BEST.

Just a few lines to you, in regard to your JEWEL PRODUCTIONS. We have run two of them "Pay Me" and "The Price of a Good Time" and can say they are the two best attractions we have shown this season.

We will try and arrange other dates for Jewels we want to thank you for past bookings.

P. K. ANTON, Manager,
Royal Theatre Newcastle, Ind.

SUPER FEATURE.

I am glad to report that we ran your super-feature "Crashing Through to Berlin" with great success. The picture was well liked and met with entire approval of the audience. It serves to recall to the mind many instances that are now forgotten and the picture was greeted with loud applause. Our receipts were above normal and were very satisfactory considering present unsettled conditions. I can heartily recommend this picture to any exhibitor who desires a war film. I remain,

DAN C. RIDDLE,
Royal Theatre Los Angeles.

GETS ONE, TAKES ALL.

I have played your feature "PAY ME," and have had wonderful results. It was during the epidemic, and I am not at all sorry I had to use a release which I would otherwise have considered old.

I shall want to book all of the Jewel releases, and know that this will be the means of putting the remainder of the season across with a big punch and sure success.

A. C. TEBBS,
Social Hall Panguitch, Utah

HELPED OUR UNCLE.

It pleases me to advise you that during the showing of your patriotic picture, "Crashing Through to Berlin," we asked our audience for subscriptions to the Liberty Loan, and in fifteen minutes, sold $20,150 worth of bonds. I made a very nice profit myself with your picture but am tickled to death that I raised the above amount for our Uncle.

Yours very truly,

Per T. M. DUNN,
Gem Theatre Mineral Wells, Tex.

IN ALL THEIR THEATRES.

It gives me great pleasure to inform you of the wonderful box office and satisfying success your picture "For Husbands Only" met with in all of our theatres.

Sincerely yours,
LUBLINER & TRINZ.

REMARKABLY WELL.

Your production "Crashing Through to Berlin," which I ran recently, went over so remarkably well that I feel it a duty to let you know the gratifying returns derived from the showing of same. It is to every exhibitor's advantage to book this Winner and I would not hesitate one moment in recommending it to any one interested.

Yours very sincerely,
GEO. D. HOPKINSON,
Hamlin Theatre, Madison St., Chicago

Harry Pomeroy, of the Halman Theatre, arranged this lobby for "Crashing Through to Berlin." It drew business.

On To Victory

TWO THEATRES SAY THEY BEAT THE STANFIELD KAISER RECORD. WHAT DO YOU SAY?

EARLY in October, the Moving Picture Weekly published a Kaiser record hung up by the People's Theatre of Stanfield, Ore. This little farming community has a map population of 400 and they did a gross business of $178.50 in two shows in a theatre which has only 150 seats.

That record was a hard one to beat, but John L. Motl, manager of the Opera House of Mullen, Nebraska, states that he not only paralleled but beat the booking in Stanfield; and Ed Armstrong, district manager of Denver, writes in that Manville, Wyoming, with a population of 123, hung a record of $177.00.

The editor of the Weekly does not pose as a judge of these three high figures, but he does invite any other examples of a similar nature which have come to the attention of the exchange managers or which have been experienced by exhibitors showing "The Kaiser, Beast of Berlin."

Do not let any one tell you that just because the war is over, "The Kaiser" is going to play any less part, in the photoplay world, than it has heretofore. It was built with a view to permanency, whether the war lasted a month or ten years. The subject matter of "The Kaiser, Beast of Berlin" was arranged in such a way that it is historical, accurate and timely at any period for the next hundred years. Even its ending with the Yanks in Berlin is likely to come true, in the light of present cable dispatches.

However, here are the letters from Ed Armstrong and John Motl.

—EDITOR.

HERE IS THE RECORD.

I have just read in the MOVING PICTURE WEEKLY of Sept. 21st how the Lyric of Platte Center, Neb., with a population of 500 took in $177 gross on "The Kaiser" and am moved to give you my experience with "The Kaiser" June 2nd.

Stanfield's population is given at 400 (for advertising purposes), it is really much less. The People's Theatre is run as a side line. With my average receipts running less than $25 for regular shows, I took "The Kaiser" at an expense of an even $100.

My seating capacity is 150. I gave one show 3.30 in the afternoon and one show 8.30 in the evening and took in $178.50 total. This being the only show I ever had where I had to use S. R. O. sign, but it didn't seem to make any difference even when "standing room" was all taken up they went in just the same, willing to take their chance of seeing it standing packed like sardines.

I charged 25 and 50c admission and everybody was well pleased with the show, many of them going to see it the second time.

I have shown quite a number of "Jewel Specials" and they have all been good and returned me a nice profit, but of course nothing to be compared with "The Kaiser," else I would be driving a "Cole" long before this.

Yours very truly,
W. E. SMITH, Manager, Janitor, Operator and Publicity Man,
People's Theatre Stanfield, Ore.

HAS IT BEEN BEATEN?

"UNPARALLELED RECORD BEATEN."

Dear Mr. Armstrong:—

Mullen has a population of 300 and the Opera House which I run seats 150. In three shows of "The Kaiser" our gross receipts were $302.25.

The community surrounding Mullen is very sparsely settled and its entire population, according to the last census, was less than a thousand people. One family travelled 54 miles overland by buckboard to see "The Kaiser."

I claim that I have beaten the record which the Moving Picture Weekly claims for Stanfield.

How about it?

Yours sincerely,

(Signed) JOHN MOTL, Manager,
Opera House Photoplay Theatre,
Mullen, Nebraska.

AND HERE COMES "MANVILLE."

Jewel Productions, Inc.
1600 Broadway, New York City, N. Y.
Gentlemen:—

I beg to differ with the advertisement in the Moving Picture Weekly claiming Stanfield has a record on "The Kaiser." I claim that we still hold the record. The box office statement, sent you, will show that in Manville, Wyoming, "The Kaiser" played to two shows, resulting in a total of $177.00. The population of this town is 123. Refer to any map or encyclopedia which has Manville on its list for vertification of these figures.

We are not jealous of ths record at all, and we want to have it beaten, but we won't admit we are beaten until they show us. We still claim the record for Manville.

(Signed) ED ARMSTRONG,
Denver.

Polo Returned to Circus For One Day Only

After absence from the Air of seven years, Star of "The Lure of The Circus" Comes Back with Barnum & Bailey Troupe and Astonishes even the Performers themselves.

ONE of Eddie Polo's most prized possessions is a letter he received from Ed Silbon, manager of the Siegrist-Silbon Troupe of Aerial acrobats. It is written on the stationery of the Barnum & Bailey Circus and is an expression on the part of the entire troupe of thankfulness to Polo for a stunt which would be impossible of realization to any but a wonderfully accomplished athlete and one who had remarkable nerve.

As every one in the world knows, Eddie Polo has played in films for the last three years, in such serials as "The Broken Coin," "Liberty," "Bull's Eye" and now the "The Lure of the Circus," leaving no time for him to keep up the aerial exercises by which he at one time earned his living.

Every athlete knows, and it is quite comprehensible even to a layman, that the work of an aerial gymnast is the most exacting in the world. Every muscle must be in close harmony with the eye to insure exact judgment of distance, and the slightest interruption of that harmony would mean instant death, not only to that performer, but to others whose work in the air was dependent upon the several actions being performed as planned.

Bearing this in mind, one may imagine Polo's feeling when he received a call from the manager of the leading trepize-performing troupe of the Barnum & Bailey Circus asking if he would for a few days take the place of one of their leading performers, Chad Wetz, whose sudden death had saddened the entire circus. They were to play in Los Angeles the next day and the act could not go on unless a substitute were found immediately. The whole troupe knew that Eddie Polo was doing moving picture work at Universal city and if he came to their rescue all had confidence in his ability to go on, although he had not done an act of this kind for four or five years. And let it be said right here that confidence is the basis of all trepize work. It was a problem for Eddie, because he was not only jeopardizing his own life, but the lives of several other members of the Siegrist-Silbon Trope, all of whom were known to him from former circus days. But there was one element which entered into his decision. Any member of the circus will go on and play with his last ounce of strength, and this loyalty to the circus was still strong in the moving picture star.

When the circus opened in Los Angeles, Eddie Polo took his former and honored place in the trepize act and without the flickering of an eyelash went through all of his old work without the slightest hitch. No one would have guessed that he had not touched a trepize in four years. His duty done, a substitute from New York arriving, Eddie relinquished his substitute duty and returned to the filming of "The Lure of the Circus" with a new enthusiasm for the saw-dust ring and with a sense of duty to a friend well performed.

It was with some difficulty that the editor of the Moving Picture Weekly persuaded Mr. Polo to permit the publication of the letter on the opposite page, which was written to him on the stationery of the Barnum & Bailey Circus while en route for Fort Worth, Texas, after the Los Angeles show.

THRILLS OF CIRCUS BROUGHT TO SCREEN.

"Lure of the Circus" Full of the Stunts You Saw as a Boy In the Greatest Show On Earth.

DO you remember the indescribable tang of the sawdust ring?

Can you recall the "Ice col" red lemo" of the white-coated attendant or the raucous call of the peanut vendor; the roar of the lions mingling with the multitudinous shouts of the spectators and performers, and the grand finale of the three-ring performance when the chariots dash madly around the outer circle, the foam-flecked horses urged to their utmost endeavors by the cries of the multitude?

All this and more can again be enjoyed by attending the..... theatre where "The Lure of the Circus," a master Universal serial, with Eddie Polo, is shown.

Aerial stunts never before attempted outside a circus ring; bareback riding that will recall the ambition you had when a boy to marry a girl in pink tights who jumped through the hoop; a street parade, that as a kid you waited hours on the street corner to see, will be features of the serial.

In preparing the scenario Director McGowan, noted for his daring conceptions in the Helen Holmes series of railroad pictures, was given free rein in the matter of expense, and with the assistance of owners and performers of several large circus companies has incorporated every interesting and exciting episode in circus life in the big serial.

Barnum & Bailey

GREATEST SHOW ON EARTH.

General Offices and Headquarters,
Bridgeport, Conn.

En Route Fort Worth,

September 22d, 1918.

Dear Eddie:—

Permit me to take this opportunity to express my great appreciation and heartfelt thanks, and also that of the entire Siegrist-Silbon Troupe, for your coming to our rescue in the time of our need, caused by the sudden death of our life-long friend and fellow worker, Chad Wertz. The favor was one upon which no monetary value could be placed, and we shall never forget your great kindness.

It has always been a question of debate among circus performers as to whether an aerial artist could "come back" after an absence of a season or more from the daily routine and constant practice, and in this particular instance. when it became known about the show that Eddie Polo, after an absence of seven years, was to step in, entirely without practice, and catch fliers of our troupe, it was a matter of the greatest wonder and conjecture to all performers of the circus. Without a single hitch, you perfectly negotiated a performance in the air embracing a series of the most difficult catches of double somersaults, triple somersaults and full twisters, the failure to accomplish any one of which might have resulted in the injury or death of the leaper. The ovation accorded you by both the audience and the circus performers proclaimed you one of the greatest aerial artists of the day. All of the members of our troupe were slightly nervous from the shock of the death of our brother, Chad Wertz, and it was your cool headedness and absolute confidence which aided so materially in guiding our act through the series of difficult tricks to a triumphant climax, without a single mishap. Among the thousands sitting in front, no one had any intimation that a performer who had not been "in the air" for seven years was accomplishing the seemingly impossible.

Eddie, old pal, you proved yourself one of the greatest aerialists living, a good friend in need, and a gentleman. Again permit me to thank you.

(Signed) EDWARD SILBON.
Gratefully,

Mr. Eddie Polo,
Los Angeles, Calif.

EDDIE POLO IN "THE LURE OF THE CIRCUS." Episode No. 4. "THE MESSAGE ON THE CUFF."

CAST.

Eddie Somers	Eddie Polo
Nan Harden	Molly Malone
Alice Page	Eileen Sedgwick
Malcolm Somers	Charles Hill Mailes
Howard Mason	Fred Montague
Richard Van Norman	Duke R. Lee
Brock	James Gorden
Dynamite Dan	Andrew Waldron
Andy	Nobel Johnson

ANDY sees Eddie's peril and shoots the lion. Meanwhile Brock forces Somers to write a note to Eddie asking him to give up Dan or Brock will kill him.

Somers must make a payment on his oil lease before midnight, and as Mason has a higher bid for the land he instructs Brock to hold Somers prisoner until after midnight at all costs.

When Eddie reads his father's note he tells Brock that he will deliver Dan to him after the evening show, but when he returns to his dressing tent he finds the cuff on which Reynolds wrote of Somer's imprisonment at Doyle's, pinned to his costume. Taking Andy with him, he forces his way into Doyle's, rescues his father and escapes by a sensational swing from a heavy cable outside the window to an awning across the street.

Somers tells Eddie of the payment he must make, and that he has not the money. Eddie says he will get the money, and gives his note to Van Norman for $2,000 and is told he can have the money immediately after the night performance. But when Van Norman reports this to Mason he is told to prevent Eddie's getting the money.

Mason calls Brock and tells him to rob the circus wagon, making arrangements with Van Norman. Reynolds hears these plans by means of a dictagraph they have installed, and the detective plans to frustrate Brock's scheme by robbing the safe himself.

Therefore, when Eddie goes to the wagon for the money he meets the detective coming out. The detective does not recognize Eddie and rushes past him. Eddie pursues, catches the detective on top of a moving train, but is overpowered by the detective and thrown into the river as the train passes over a high bridge.

The Other Synopses of the Week Will Be Found On Pages 38-39.

Mrs. CHARLIE CHAPLIN

The Whole Country from Maine to California is clamoring to see the girl that Charlie Chaplin married

Mildred Harris in the tantalizing Lois Weber Society Comedy

"FOR HUSBANDS ONLY"

JEWEL Productions
1600 Broadway, New York City

You can clean up by tripling your newspaper space announcing Mrs. Charlie Chaplin in all her latest Lois Weber

JEWEL Productions

NOW-NOW NOW

Coming!

Mrs. Charlie Chaplin

Mildred Harris

MILDRED HARRIS, now MRS. CHARLIE CHAPLIN. Coming in another Lois Weber Production de Luxe—another sure-fire hit—another picture that will jam your house—"WHEN A GIRL LOVES." A National Star before she married the world's greatest comedian, just think how they'll crowd to see her in her new picture with the timely title, "WHEN A GIRL LOVES." Watch for this big chance to clean up. You'll have every possible advertising help given you to break records for entertainment and money.

JEWEL PRODUCTIONS
INCORPORATED
Executive Offices, 1600 Broadway, New York City

"Rough on Husbands."

L-KO Two Reel Comedy.

(*Copyright*, 1918, *L-KO Motion Picture Ko*).

CAST.

Albicore Fish.....**Harry Mann**
Tuna Fish.....**Merta Sterling**
Ben A Ford.....**Eddie Barry**
Lizzie Ford.....**Helen Lynch**
Maggie McSandab.....**Grace Orma**

"IT'S cheaper to move than to pay rent" was the motto of Albicore Fish, a shiftless sort of personage, who also lived in the belief that while he loved his wife he should feel sympathetic towards his female neighbors.

Again and again they move until finally hubby decides that this is the flat they want and here the reason why:

In the next flat, live Ben and Lizzie where everything is peaches and cream and cupid reigns supreme, until—wifey's mother comes. Then hubby decides to spend more time at the office, of course, leaving wifey alone for several hours.

Albicore sees this and uses his sympathy in gaining friendship with Lizzie. Friend husband suspects something and goes out on a search for this man-vampire, who is so pleasant to his wife. The trouble then begins when Albicore hears of this search, and hides in the clothes basket in Lizzie's room. When jealous Ben finds him there, in his wife's room, the two men almost strangle each other. Meanwhile Albicore's wife, almost sure that her husband will be killed, is starting her mourning process. While Ben's wife is asking for forgiveness.

But as ever Albicore is a lucky fish and once more safely lodged in the arms of his Tuna, while Lizzie and Ben become happy once more again.

"Let's Fight."

Nestor Comedy.

CAST.

Herbert.....**Ben Wilson**
Tessie.....**Neva Gerber**
Mr. Nevermoor.....**Joseph W. Girard**
Mrs. Nevermoor.....**Evelyn Selbie**

TESSIE and Herbert are mushy newlyweds. Herbert "fairly worships the ground she walks on." Tessie's 90-horsepower love for Herbert "fairly frightens her."

Their hugging and kissing effect the entire household; the boy and girl statues, the cat and dog, the Chinaman and the maid; even the portieres are agitated in this atmosphere of terrific bliss.

Mr. and Mrs. Nevermoor are friends of Tessie and Herbert. Mrs. Nevermoor decides that there is too much happiness. She forces her husband to aid her in a plan to bring the couple to earth.

Mrs. Nevermoor alarms Tessie into promising to scrap with her beloved. Mr. Nevermoor induces Herbert to "start something" with his wife. Complications and domestic battles ensue until they both pack up and beat it out of the house while the tiger rug growls and writhes, the cat and dog battle furiously and the marble lovers draw coldly apart.

Upon the veranda the angry newlymeds meet the smiling Nevermoors who believe the scheme has worked.

They explain to the angry newlyweds that they put up the job for "your happiness."

Whereupon Herbert punches Mr. Nevermoor in the eye.

And Tessie bats Mrs. Nevermoor on the nose with her handbag.

Tessie and Herbert return to their restored happiness but the Nevermoors, with black eye and battered nose, glare at each other as they hasten home to the arnica. Mr. Nevermoor says it right to her face:

"You're the h——l of a fixer!"

Then Herbert and Tessie get the fadeout.

"Fighting for Freedom."

(Official British War Pictures)

Episode No. 7, "Britain's Battling Bulldogs, The Navy" (Special).

AT the present hour there is nothing more glorious in the whole vision of a relieved world than the sight of Great Britain's splendid and victorious Navy and nothing so ignominious as the spectacle of the abject surrender of Germany's unharmed ships. Even Admiral Cervera's Spanish squadron, knowing it was doomed to destruction, made a dash out of Santiago harbor.

Van Tirpitz's pets hung around Kiel like a sick sailor on his first shore leave.

This episode shows the might of Britain's Navy, the might which maintained, in the face of murderous U-boat piracies, the freedom of the seas which permitted America to land two million troops in France.

"Don't Weaken."

Lyons-Moran Star Comedy.

ELIZABETH BLAIR, becoming heir to the I. O. U. ranch, writes to the foreman that she is coming out there and wants to see everything in perfect condition.

Eddie, the foreman, and Lee, the assistant, together with the other boys decide that they will not work for a she-boss and start to write their resignation.

Elizabeth, with several of her friends arrive and when the boys hand their resignation to her, she informs them her intentions were to fire them anyhow as the girls will do all there is to be done. But soon the girls realize they are helpless without the boys and set out with a determination to get them back again. The girls begin their city tactics with their smiles and winks and the country chaps begin to warn each other not "to weaken." But—the girls one by one succeed in winning one of the boys over. They think that Lee is the only one who has held out, but soon discover him, in a very friendly conversation with Grace.

The girls succeed in retaining the boys and the boys admit that their motto "Don't Weaken" has been crushed.

SYNOPSES OF CURRENT RELEASES OF NESTOR, L-KO TWO-REEL WESTERN DRAMA.

"Captured Alive."

Two-Reel Western Drama.

CAST.

Dolly Martin.....**Helen Gibson**
Jim Watson.....**Edward Peal**
Charles Martin.....**Louis Fitzroy**
Bud Harris.....**Leon Kent**

THE ever increasing activities of cattle rustlers in the El Cajon County is the cause of an election for sheriff. Dolly Martin, daughter of one of the biggest cattle men in the county, campaigns for the election of her sweetheart, Jim Watson, while her father, Charles Martin, remains a staunch supporter of the present sheriff, Bud Harris. Harris is defeated, Martin, disappointed, makes Harris foreman of his ranch. Harris, as the new foreman, fires all the old employees, installing men of his own choosing. Dolly becomes suspicious of Harris and the new men, discover that Harris, the ex-sheriff, is the leader of a band of cattle rustlers. Her father is arrested by Jim charged with rustling and attempted murder. Through Dolly's efforts he is freed, and the entire gang captured, thus effecting the necessary reconciliation between her father and sweetheart.

LYONS-MORAN COMEDY, CURRENT EVENTS, ANIMATED WEEKLY & SCREEN MAGAZINE. (SERIAL ON PAGE 35.)

"The Silent Sentinel."

(*Omitted Last Week.*)

Two-reel Western Drama.

Barbara.....Helen Gibson
Steve Rollins.....L. C. Shumway

BARBARA BENTON lives with her father in a Western cabin. He has been wounded in a quarrel and she is nursing him under the doctor's instructions. One day Steve Rollins enters the house, and when Barbara meets him with a gun he laughs, showing no fear, and then introduces himself. He is the heir to the farm she is living on. They then enter into a pleasant conversation.

Ed Morgan, the foreman of the next ranch, who has been a persistent suitor for Barbara's hand, comes in and after greeting Barbara speaks to Steve, whom he hasn't seen for quite some years, saying: "Travelin' don't seem to have improved yuh none, you're just as ornery as when yuh wuz a kid." At that Steve presses the point of his knife against Ed, and returns a bit of sarcasm, saying: "Wal, ef it ain't ole Ed Morgan up to his same old tricks, always trying to bully some one." From then jealousy on the part of Ed grew deeper and deeper, filling him with revenge on Steve, who was rapidly gaining a warm spot in the heart of Barbara and her father.

One day a terrific fight took place at the saloon between Steve, Ed and all the others there. Finally Steve got away, and when he met Barbara assured her that all would be well. Then he raced off to find Ed. Meanwhile Ed entered the Benton shack, and, being ordered away by her father, he killed him, and just as he was attacking Barbara Steve came racing back, and upon seeing this a gun fight took place between the two men which resulted in Ed's death.

The sheriff and his men had been following Steve, and when they finally reached the cabin they saw Barbara in the arms of Steve, mourning the loss of her father and promising to stay with him. Everything was explained to the sheriff and the whole matter was cleared, leaving Steve and Barbara to live happily ever after.

Screen Magazine No. 96.

A RELIGIOUS belief among certain races of the East is that when they die, their souls temporarily inhabit the bodies of animals or birds. Have you picked out the bird for your soul? If not, see the following specimens, and note the resemblance between birds and human beings.

In the world-famed Busch gardens at Pasadena, California, Mme. Ernestine Schumann-Heink, on her birthday, sings for the Red Cross. The children participated in the entertainment, as well as the Student Officers of the U. S. Navy.

The other day, our editor was wandering through the Museum of Natural History, and ran across this strange beast—said to have lived long, long before the dawn of history. In a most interesting manner, the different parts of his body are shown and explained.

One of the big features at Camp Meade is the large Duds' hospital, where numerous sums are saved by expert renovation of clothes, for they play as important a part in Uncle Sam's army as shells and guns. We see the garment after months of service, go through the process of being mended and then agree with them that it looks exactly like new.

A few wallops for Bill Hohenzollern are donated by several well-known newspapers, supplying a good, hearty laugh for any audience.

We then close this issue with interest and enjoyment showing miracles in mud by Willie Hopkins, the noted sculptor.

Current Events No. 81.

With Our Flying Navy.—Aviation officers inspect a remarkable new aeroplane anti-submarine gun which fires a shell that discharges twenty feet under water.—*Washington, D. C.*

Brazil Learns Lesson of Great World War.—Battle maneuvers planned to train the troops of our courageous South American ally in the methods of modern warfare are witnessed by President Braez and high ranking officers.—*Rio de Janeiro.*

French Scholars to Cement French-American Friendship.—Special mission of intellectuals arrives at the national capital to further plans for developing French and American relations.—*Washington, D. C.*

"Dare Devil" Raises Hair to Help Raise the Dough!—Terrible, terrific, tragic, tongue-tying leap for life! A death-defying, desperate deed! Of course, it's in aid of the United War Work Campaign.—*New York City.*

Germans Surrender Powerful Dreadnought Fleet to Allies.—The last pictures ever made of the High Seas Fleet, which the Huns have formally turned over to the British and Americans, in accordance with the terms of the armistice.

Hail to the Victors!—Remarkable pictures made by United States Signal Corps photographers on the firing line in France just prior to the signing of the armistice. Released through the Committee on Public Information.

Thanksgiving Cartoon by Willie Hopkins.

Animated Weekly

No. 51.

Guarding the Capital from the Air.—Striking pictures made from a naval airplane showing America's legislative center as it appears from the clouds.—*Washington, D. C.*

Sub-titles.—Making ready for a trip. "Shove off!" And here we are in the air with the shipyards of the Potomac far below. Flying over the capital building. A spin past Washington Monument.

London's Lord Mayor Pleads for Red Cross.—Chief civic officer of the great British metropolis opens drive for funds with inspection of guard of honor.—*London, England.*

Sub-titles.—The Lord Mayor makes a personal appeal. A Red Cross nurse chalks up the score of subscriptions to date.

Americans Won't Sacrifice to Feed Germans.—So Herbert C. Hoover sailing for France with Chairman Hurley, of the Shipping Board (shown on the left), tells newspapermen, for the Teutons will be expected to feed themselves.—*New York City.*

President Sees Greatest Yankee Bomber.—Nation's Chief Executive witnesses the first flight of a giant Handley-Page machine, the largest bombing plane ever built in America.—*Washington, D. C.*

Sub-titles.—Captain E. B. Waller, Royal Air Forces, pilot of the monster bomber. Major-General March, Chief of the General Staff, examines the machine. President and Mrs. Wilson, with Secretary of War Baker, display interest in construction details.

Metropolis Greets Belgian and French Prelates.—Roman Catholic Ecclesiastical Mission, composed of Bishops and Monsignori, on its way to the Cardinal Gibbons Jubilee at Baltimore, is received at the City Hall by Mayor Hylan.—*New York City.*

America's Winged Warriors!—The complete story of the development of Uncle Sam's stupendous aerial program told in motion pictures for the first time by special arrangement with the United States Department of Military Aeronautics.

Cartoon by My Mayer, "Thanksgiving Day, 1918." Finis.

An Open Letter to

MR. TOM MOORE

Garden Theatre, Washington, D. C.

DEAR MR. MOORE:—

Most of the territory throughout the country is again open, and America's millions are packing the theatres that have been dark during the epidemic.

Now, wouldn't you naturally imagine that because of the lack of moving picture entertainment during these few weeks the public would be eager to see almost any kind of a feature production?

Yet it isn't so

The real facts in the case are that since the appetite of the public has been whetted they seem to be demanding nothing but the finest pictures.

No public desire could come more timely than this present demand for fine pictures, because it automatically puts our UNIVERSAL SPECIAL ATTRACTIONS up at the head of the procession of what the public recognizes as the finer productions.

Convincing and indisputable proof of this may be had by reviewing the latest releases, including—DOROTHY PHILLIPS in "THE TALK OF THE TOWN" (now the talk of Exhibitors all over the country). Also PRISCILLA DEAN in "KISS OR KILL"—also HARRY CAREY in "HELL BENT"—"SMASHING THROUGH"—Mae Murray in "THE BRIDE'S AWAKENING," and others.

These productions themselves, as they flash upon the screen, will convince you that no productions on the market surpass UNIVERSAL SPECIAL ATTRACTIONS.

You are known in the trade as one of the shrewdest judges of pictures in the industry. Your judgment on these Universal Special Attractions will be appreciated.

Will you review these and extend to me the courtesy of your opinion? The Manager of our Washington Exchange at 307 N. 9th St., N. W., will arrange a private showing to suit your convenience.

Cordially yours,

Carl Laemmle

Want War Pictures ?

Would you like to tell a returned American soldier that nobody cares enough about him to want to see how he fights ?

THROUGH *to* BERLIN"

Absolutely authentic and up-to-date. Inspiring, thrilling, enormously dramatic. Show it, then sit back and hear your audience raise the roof at the sight of our men in furious action.

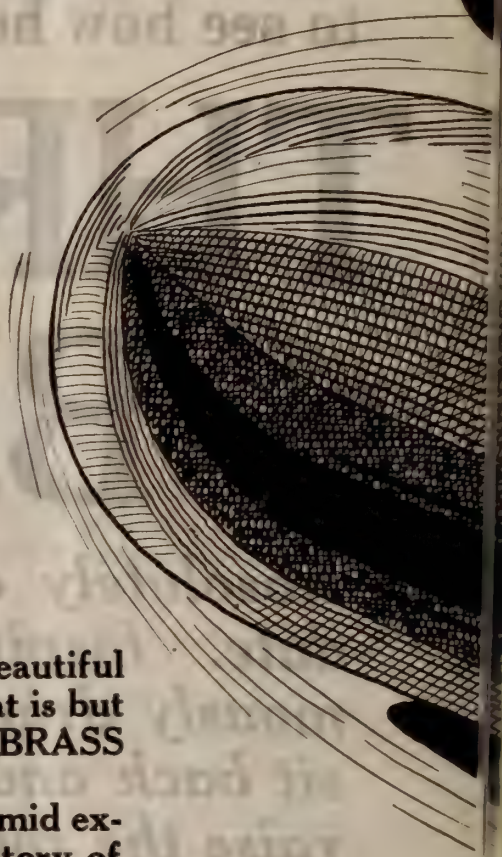
JEWEL PRODUCTIONS

INCORPORATED

Executive Offices. 1600 Broadway. New York City

Rise to The Brass

Hundreds of Exhibitors have risen to prosperity by playing up "THE BRASS BULLET" serial 100 per cent. Hundreds more have yet to enjoy the profits and prestige in this serial in which you get—

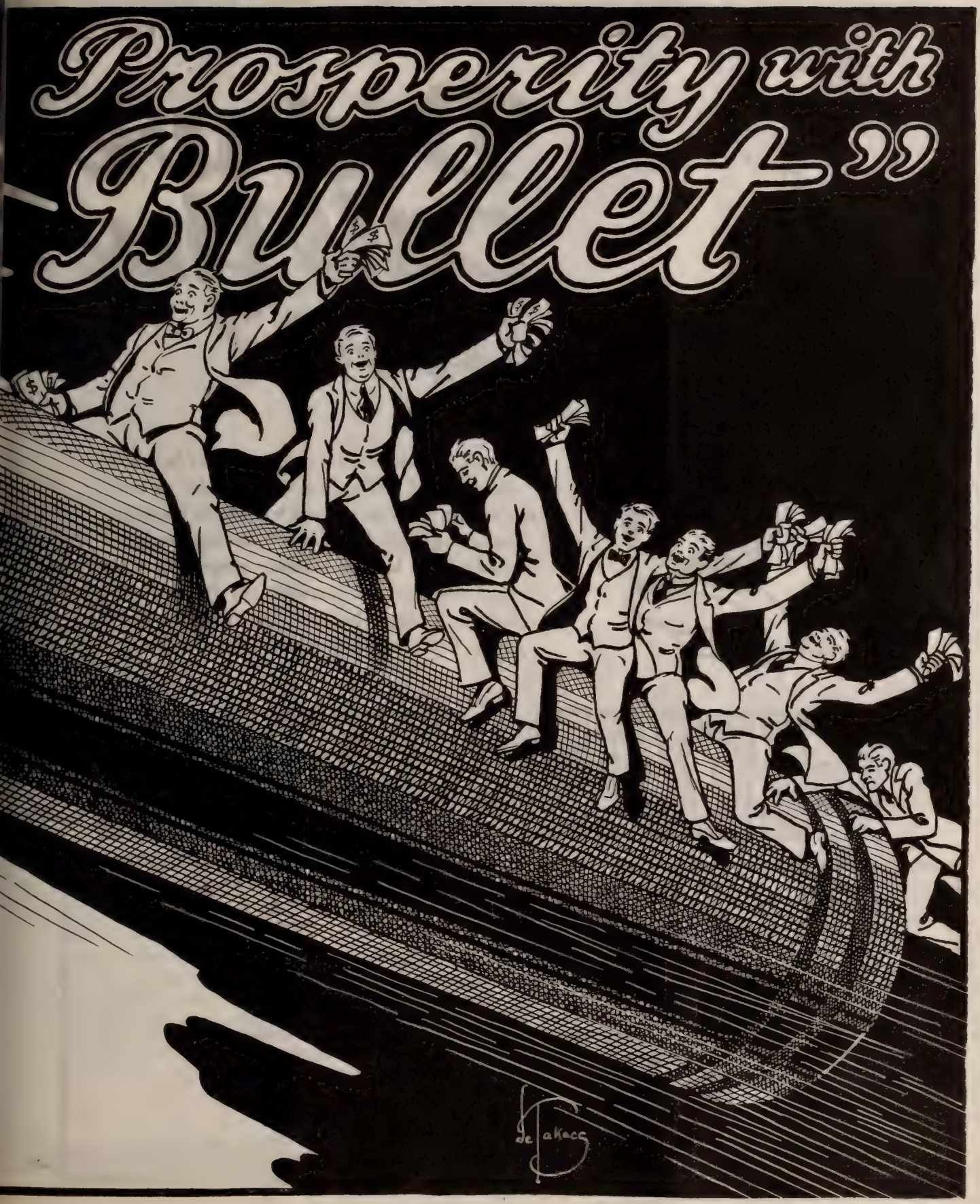


BEWITCHING
JUANITA HANSEN

—known already to millions of fans as the most beautiful girl that ever played in any Universal serial. That is but ONE of the many box office attractions in "THE BRASS BULLET."

Filmed at Santa Catalina Islands amid exquisite surroundings, with a love story of unusual charm and thrills galore. A serial that will grip and rivet business for 18 straight weeks.

Get a copy of the Advertising Campaign Book and see all the variety of business-getting newspaper ads, publicity matter and stunts and JUST FOLLOW DIRECTIONS.

Book thru your nearest Universal Exchange, or communicate with the UNIVERSAL FILM MANUFACTURING COMPANY, Largest Film Manufacturing Company in the Universe, Carl Laemmle, President, 1600 Broadway, New York.

Prosperity with
Bullet"

PICTURE USED THREE MONTHS BEFORE SURRENDER

Did we call the turn?

Who gave you the first, biggest, best laugh on the Kaiser? Who first showed him up on the screen? Who turned his whole crew into money-getters for you? What rip-roaring comedy is so big, so lavishly staged, so clean and clean cut, so outrageously funny that it's doing a bigger business today than when it was first released, three months ago?

"The GEEZER of BERLIN"

IT'S VALUE HAS TRIPLED

The day the armistice was signed the value to you of "THE GEEZER OF BERLIN" went up three hundred per cent. The war is over. The strain is off. The Kaiser's goose is cooked. Here's a picture that's one joyful howl from start to finish. "LET'S GO," as the doughboy said when they took Chateau Thierry. That's why bookings have jumped—and that's why you ought to show it right away. Book it now.

JEWEL PRODUCTIONS
INCORPORATED
Executive Offices. 1600 Broadway. New York City

LAST spring they packed the country's theatres to shudder—today they'll jam them to the doors to roar with joy. Bigger than ever—truer than ever—a surer record-smasher than ever—that's "The KAISER, the Beast of Berlin"—the one triumphant money-getter of the year. Repeat it, even if you've played it three times. They're wild to see the man they've beaten. Repeat—and hear 'em yell!"

JEWEL Productions, Inc.
1600 Broadway New York City

"The SINKING OF THE LUSITANIA"

The most absorbing, thrilling, exciting single reel ever shown. An absolutely authentic picture of the sailing, torpedoing, and sinking of the Lusitania, showing all the details, together with pictures of the famous men who lost their lives in the crime that brought America into the war. You can't take your eyes off the screen.

The Picture That Will Never Die

The mechanical marvel of this picture, no less than the scenes themselves, will make "THE SINKING OF THE LUSITANIA" just as big a drawing card ten years from now as today. Made from 25,000 separate drawings by the famous illustrator, Winsor McCay, necessitating 22 months of work. Book it for an absolutely certain winner and the only picture of this famous drama that your people will ever see.

JEWEL Productions Inc.
1600 Broadway, New York City

PRISCILLA DEAN

in "Kiss or Kill"

Universal Special Attraction

"I may look all right but I feel like hell—what did you say the lady's name is?"

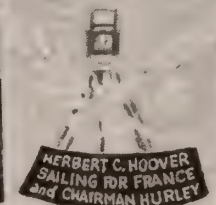
The Wildcat of Paris

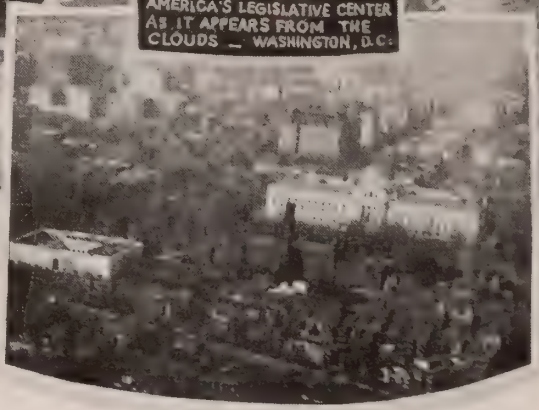
VOL. 7 - NO. 17 DEC. 14TH 1918

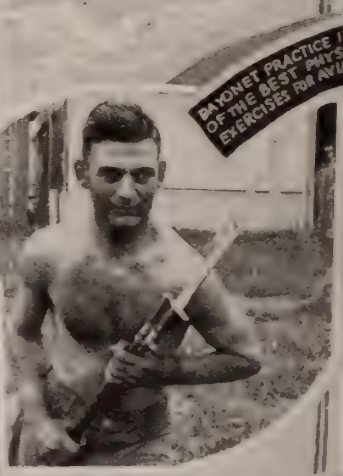
The Moving Picture Weekly

Edith Roberts in "SET FREE"

Animated Weekly UNIVERSAL Current Events







ON Dec. 24, 1918, occurs the consolidation of the three biggest animated news reels of the country under the management of The International Film Service (Inc.). These new reels are to be released THREE TIMES A WEEK—HEARST NEWS, SCREEN TELEGRAM, UNIVERSAL CURRENT EVENTS.

THUS—if you want the BIG THREE a week—the three that will dominate everything in the news reel field, CONTRACT NOW for all three at your nearest Universal Exchange. LOSE NO TIME. Watch for coming announcements

UNIVERSAL FILM MN'FG. CO., Largest Film Mn'fg. Co. in the Universe, CARL LAEMMLE, President, 1600 Broadway, New York.

An Open Letter to

MR. CHARLES PERRY

Strand Theatre, Milwaukee, Wis.

DEAR MR. PERRY:

As a shrewd showman, your opinion is valuable to me the same as it is to others in the industry, therefore I want to ask you this one question:

"ISN'T IT TRUE THAT, AFTER ALL, YOU ARE SELLING ENTERTAINMENT TO THE PUBLIC?"

If you answer in the affirmative, as I am sure you will, then isn't it also true that those pictures that really and truly afford GENUINE ENTERTAINMENT are the only kind of productions you care to book?

That's precisely when our UNIVERSAL SPECIAL ATTRACTIONS come in. They are termed in the trade and recognized in the trade as special attractions, thus the name given them.

They are special in story, special in direction, special in settings and crystal-clear photography. They are made to entertain the millions who love the finer type of photoplay, for we realize, as you do, that upon the entertaining qualities of the plays produced depend the life, growth and prosperity of the industry.

America is turning to finer pictures, and Americans are quick to recognize and as quick to applaud plays of merit and entertaining qualities. The recognition given our UNIVERSAL SPECIAL ATTRACTIONS is proof that our efforts to produce truly fine pictures is meeting with the success it deserves.

We offer in evidence such UNIVERSAL SPECIAL ATTRACTIONS as Dorothy Phillips in "THE TALK OF THE TOWN" and "PAY ME," Mae Murray in "THE BRIDE'S AWAKENING," Mary MacLaren in "THE MODEL'S CONFESSION," Harry Carey in "THREE MOUNTED MEN" and "HELL BENT," Priscilla Dean in "KISS OR KILL," and others, which we request you to review in private at a special showing which will be arranged to suit your convenience by our Mr. J. D. Roderick, at 133 Second street, of your city.

Very truly yours,

Carl Laemmle

The Surrender of the German Fleet

to the Allied Navies has been described as the most tense and dramatic episode of the whole war. Imagine a fleet of German fighting ships, battle cruisers, subs, super-dreadnoughts, etc., in a line over 20 miles long steaming in to give up to Great Britain and the Allies the greatest part of Germany's fighting strength. In the big episode, "BRITAIN'S FIGHTING BULL-DOGS," in

"FIGHTING FOR FREEDOM"

you see the ships of the English in battle array. You will see the mightiest fleet on the seven seas—the fleet that practically humbled the Huns in maneuver, battle practice, signaling, etc. This episode constitutes but one of the

Seven Dramatic Episodes

of "FIGHTING FOR FREEDOM," the historic war series that every one now wants to see, after the humbling of the Hun fleet. Ready-prepared ads, paper and everything at your nearest UNIVERSAL EXCHANGE.

Book thru your nearest Universal Exchange, or communicate with the UNIVERSAL FILM MFG. CO., Largest Film Manufacturing Company in the Universe, Carl Laemmle, President, 1600 Broadway, New York.

Master of Histrionic Emotion –

MONROE SALISBURY

In his great play of regeneration

"The Light of Victory"

Book through your local Bluebird Exchange or

BLUEBIRD PHOTO PLAYS (INC)
1600 BROADWAY
NEW YORK

Another side-splitting Pat Sullivan Animated Cartoon

"OVER THE RHINE WITH CHARLIE"

--- And Now Comes The Sequel

Because of the wonderful success that exhibitors have had with Pat Sullivan's first Animated Comedy Cartoon, "HOW CHARLIE CAPTURED THE KAISER," and because of the stack of requests from exhibitors for another to follow up the first winner, we have produced this second Pat Sullivan side-splitter, "OVER THE RHINE WITH CHARLIE." It is identically as fast and as funny as the first, and those who saw the first will be eager to see this new one. If you haven't played the first one, get it immediately and play it, at the same time announcing the COMING of the second one, "OVER THE RHINE WITH CHARLIE." Special newspaper ads ready for both.

Book thru your nearest UNIVERSAL EXCHANGE or communicate with the UNIVERSAL FILM MN'FG. CO., largest film manufacturing company in the universe, CARL LAEMMLE, President, 1600 Broadway, New York, N. Y.

The BRADSTREET of FILMDOM

Wid's DAILY

The RECOGNIZED AUTHORITY

Sunday, November 24, 1918 Vol. VI, No. 48 Price 25 Cents

"Convincing Production"
"Real all the way" — says Wid —

Western Crook Play Registers Convincingly Because It's Human

Harry Carey in

"THREE MOUNTED MEN"

Harry Carey Prod.—Universal

DIRECTOR.....Jack Ford
AUTHOR.....Eugene B. Lewis
SCENARIO BY.....Eugene B. Lewis
CAMERAMAN.....B. F. Reynolds
AS A WHOLE...Human characterizations in interesting western meller has been given careful, convincing production.
STORY.....Man unknowingly causes apprehension of sweetheart's brother and later aids his escape.
DIRECTION....Developed characterizations and individual touches in a way that made this register as human and real all the way. Provided very good atmosphere.
PHOTOGRAPHY.....Very pleasing
LIGHTINGS.....Very fine; many effective bits
CAMERA WORK.....Intelligent
STAR.....Acts natural and made characterization human and convincing.
SUPPORT....Miss Gerber very pleasing; others balanced nicely but Carter frequently over-reached.
EXTERIORS.....Provided good atmosphere
INTERIORS.....Generally very well handled
DETAIL.....Many effective touches
CHARACTER OF STORY.....Nothing to offend
LENGTH OF PRODUCTION.....5,560 feet

I FEEL that most folks are going to figure that this ranks among the best things that Harry Carey has done. The plot is rather elementary but we have a few good twists and the handling and effective characterizations throughout make it register as very interesting and human. It gets away from the routine western as to situations and treatment without losing any of the elements that lovers of the rugged, out-door type of offering demand.

This opened up in a western penitentiary where Harry Carter, the crooked son of the warden, is appropriating government money with the aid of a former forger who works in the clerical department.

Harry Carey is another convict who is sentenced to solitary confinement because of a battle with the forger. The forger is pardoned and when he continues to blackmail Carter after his release, Carter effects Carey's pardon that he may go out and "get" the forger. After Carey has found his man, he frames him to take part in a stage hold-up, having previously arranged with the prison deputies to have him caught in the act. After the pinch Carey learns that the forger is the brother of his sweetheart and we have him pursuing the posse with his two brothers and bringing the forger back to his mother and sister again.

We had some very good scenes in the vision which explained Carey's first meeting with Shero Neva Gerber at a country dance and told how he had been arrested and sentenced to the penitentiary after a run-in with his rival for the girl. The get-away of Carey and his brothers the "Three Mounted Men." was very well done.

We had many effective bits of handling all through this which registered because they were human and convincing. The scenes where Carey is admitted to daylight again after having been in a dark cell for a long period was very well brought out by showing the effect of the light on his eyes.

The planting of the telegram where the forger would get it was exceptionally well handled and gives this a good twist because you didn't know until the framed hold-up, where Carey turns the forger over to the deputies, just what this was done for.

Another effective bit of detail was where Carey was allowed to pick out his clothes after his pardon. The convenient meeting of the three brothers after Carey's release was covered nicely with a title that made it seem plausible and it was this effective handling all through the production that made this register as a much better than average offering of its type. The general atmosphere and lightings were particularly pleasing.

Harry Carter, as the crooked son of the warden, was much too wicious in most of his scenes, but the other roles were all very well handled.

Neva Gerber, as the sister of the forger, was pretty and appealing; Ruby Lafayette gave a lovable characterization as her mother, and Joe Harris was satisfactory as the forger. Charles Hill Mailes gave a good characterization as the warden, and the man who played the role of Carey's brother who framed Mailes, was a very good type.

Afraid the Props wouldn't Last

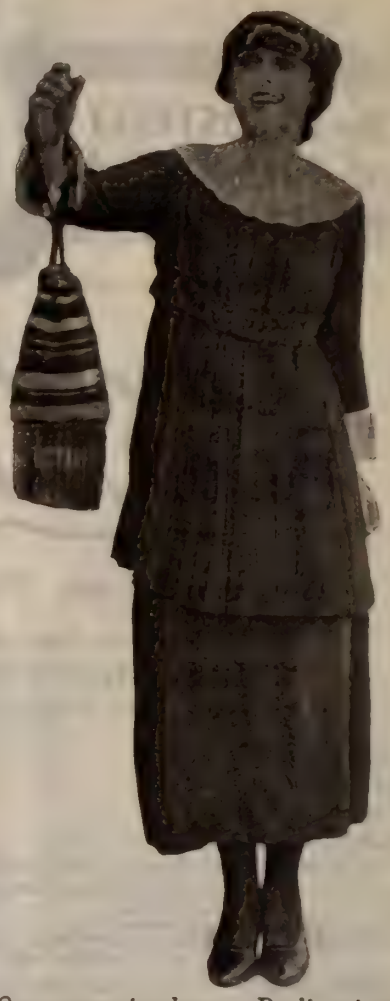
THE extra people in Bluebird's "Who Will Marry Me?" starring Carmel Myers under Paul Powell's direction, had a glorious time in at least one scene of the film. For Miss Myers portrays a girl from "Sunny It'" who lands in high society and invites to a fiesta all her old friends from the Italian colony.

Several of the "extras" really were obtained from Los Angeles' Italian district and when introduced to a magnificent repast of watermelon, cookies and wine (i.e., camouflaged cider), made short work of the realistic "props."

In fact, so voracious did these actors and actresses prove that Director Powell called out to Miss Myers, who was watching the proceedings with some little apprehension:

"Say, Carmel, hold 'em down a little. If we have to make a retake of this scene it'll be necessary to buy up a downtown market for "atmosphere'!"

In her very best Italian, for she has played so many Italian roles, Carmel explained the situation and saved the day.



"One moment, please. Don't eat all the props."

ART WASTED.

JUANITA HANSEN threatens to desert the screen for the sideshows.

She spent lots of time learning the hula-hula dance for her new Bluebird picture, "The Sea Flower," in which she is seen as a beach comber's daughter of the South Sea isles. Then Director Colin Campbell changed the script, cut out her dance, and Juanita's terpsichorean knowledge is all in vain. Her friends are urging her to stage a benefit performance and turn the proceeds over to the Red Cross.

MARY WARREN SUPPORTS CARMEL MYERS IN "ALL NIGHT"

MARY WARREN, formerly leading woman with William Desmond and other Triangle stars, makes her first Bluebird appearance with Carmel Myers in her newest photoplay "All Night," which Paul Powell made from Edgar Franklin's well known story "One Bright Idea." Fred Myton prepared the working script. M. Rodopho de Valentina, who played opposite Carmel Myers in "A Society Sensation" is again her leading man. Other players of note in the cast are Wadsworth Harris, William Dyer, Charles Dorian and Jack Hull.

L-KO NOTES

DIRECTOR CHARLES PARROTT had his L-Ko Comedy Company at one of the beaches near Los Angeles making scenes for "Painless Love." His 320-pound comedian, Babe Hardy, created a mild sensation as he disported himself before the camera on the sands, daintily attired in a lace-trimmed bathing costume. But artful camouflaging as a mermaid queen failed to move one dear old dame to mirth, and with head held high she walked gingerly away, voicing her disapproval of the ways of modern woman.

HARRY GRIBBON says when he gets through with his new L-Ko comedy, "The King of the Kitchen," he is going to apply for a position as cook in the army. Harry plays the part of a cook and combination housemaid in this new comedy, and supposedly is gifted with rare culinary powers. May Emory, who is his leading lady and unfortunately had to partake of some pancakes which Harry cooked for the picture, says she hopes no soldier will ever have to eat what Harry Gribbon cooks—that is, no soldier of Uncle Sam or his allies. But she thinks his pancakes would make fine food for the Huns.

HUGHIE MACK came near ending his career the other day, during the filming of a scene for "The Cabbage Queen," a lively Century Comedy which Vin Moore made with Alice Howell. Hughie Mack is the featured player. Hughie was called upon to do a vanishing stunt down a deep, dark well. He was supposed to go part way down into the depths, then be gently rescued by the brave and lovely Alice.

Hughie grabbed the rope and the camera began to grind. The well-handle began to spin 'round and in frantic haste Miss Howell reached out and tried to check its speed. But with Hughie Mack's 400 pounds traveling through space, the momentum was too great to be mastered by a pair of woman's hands. A dismal cry for help faintly heard above the mighty splash was the signal for speedy action, for Hughie, the fat comedian, had landed in two feet of water in the bottom of a 25-foot well.

MERTA STERLING, the genial and robust gloom dispeller of the L-Ko Comedy Company, is back at work after several months' vacation. She will appear in "The King of the Kitchen," with Harry Gribbon, May Emory and Billy Armstrong.

AROUND THE CLOCK WITH THE MARINES

WITH boat loads of our Yanks arriving, nothing could be more timely right this minute than our series of three releases which include "AROUND THE CLOCK WITH THE ROOKIE"— "AROUND THE CLOCK WITH THE SAILOR" — and — "AROUND THE CLOCK WITH THE MARINES." With all the excitement of the home-coming these pictures are—

BIGGER TODAY Than Ever

YOU simply can't show your people too many pictures of our beloved fighters, especially now that your audiences can sit back and enjoy the fruits of victory. Special ads will help you pack your house. Get them from your nearest Universal Exchange.

Book thru your nearest Universal Exchange or communicate with the UNIVERSAL FILM MN'FG. CO., Largest Film Mn'fg. Co. in the Universe, CARL LAEMMLE, President, 1600 Broadway, New York.

EDDIE

HERCULES OF

The LURE

"GO SEE —with your own eyes the first episodes of EDDIE POLO in—"THE LURE OF THE CIRCUS." Your eyes CAN'T deceive you, and you'll SEE why Exhibitors are booking 'THE LURE OF THE CIRCUS" like wildfire.

AMAZING doesn't begin to describe the action and events. Nobody can describe the endless succession of thrills —the fastest serial you've watched in years—the serial that will pack your house for 18 weeks.

POLO
THE FILM in CIRCUS

A BOX OFFICE WINNER

—from any and every angle. Backs all serial competition ight off the boards. Here's a clean sweep that will bring ou a stack of golden coin.

GET THE CAMPAIGN BOOK

See the big helps—the number of ideas. Get a copy of this book and use everything in sight. Boost to the limit. It's a clean-up. ACT RIGHT NOW!

Book thru your nearest Universal Exchange, or communicate with the UNIVERSALFILM MFG. CO., Largest Film Manufacturing Company in the Universe, Carl Laemmle, President, 1600 Broadway, New York.

MEMBER OF THE NATIONAL ASSOCIATION OF THE MOTION PICTURE INDUSTRY

THE MOVING PICTURE WEEKLY

A MAGAZINE FOR MOTION PICTURE EXHIBITORS

Published Weekly by the MOVING PICTURE WEEKLY PUB. CO.
1600 BROADWAY, NEW YORK CITY

PAUL GULICK, *Editor* JOE BRANDT, *Bus. Mgr.*
(*Copyright* 1918, *Universal Film Mfg. Co. All Rights Reserved*)
Vol. 7. DECEMBER 14, 1918. No. 17

Titles of Scenes from Animated Weekly, No. 52 on opposite side.

A Trafalgar Square converted into a battle field to stimulate the sales of "war bonds" in London.

B A flight commander issuing orders to other airplanes in his squadron by the newest airplane invention, a wireless telephone appliance, the power for which is generated by a tiny propeller which turns when the ship is in the air.

C King George inspects the Tank Corps in an American concentration camp in Great Britain.

D A fleet of land battleships crawling forward like gigantic beasts of pre-historic times.

E An after theatre bite at a British war camp community canteen.

F Thousands of mechanics are required by the air-service to keep the delicate fliers tuned up to the safety point.

Universal Pictures Popular "Over There"

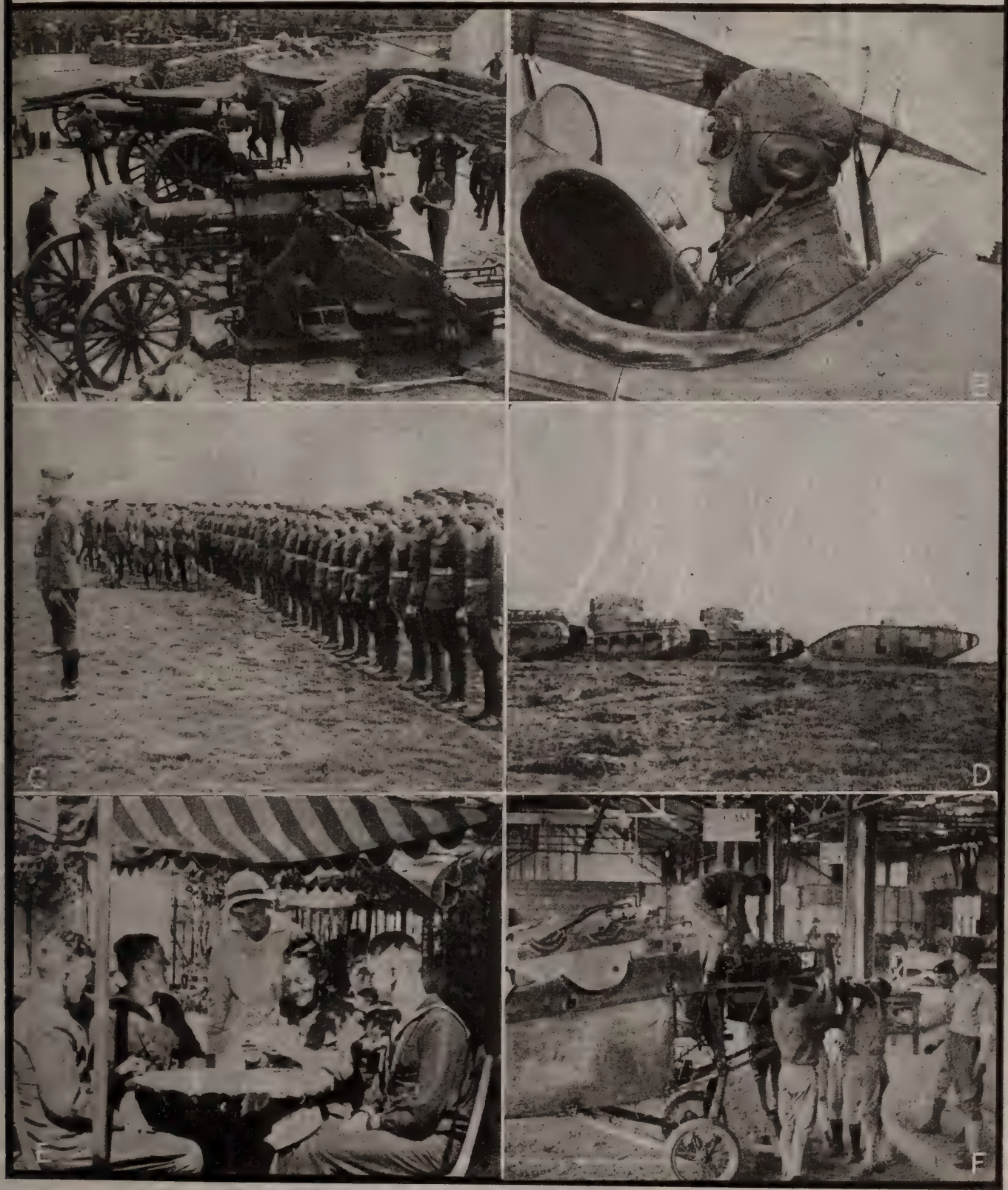
JOHN McALEER, manager of the Pittsburgh Universal Exchange, has just had a letter from his son who is on the other side. Though the letter studiously avoids telling where he is, he is recovering satisfactorily from a severe clash with the Hun and is able to enjoy Universal pictures, which he says, are plentiful on the other side. Here is part of his letter. The film to which he refers is "The Kentucky Cinderella":

"But I am feeling a lot better than when I first came here, so you can see this place is doing me good. We have 'movies' here four nights a week, program changes Monday and Thursday, and the pictures are very good, mostly all good; 25c., please, ha, ha! Thursday they had Rupert Julian and Ruth Clifford in 'The Kentucky Belle,' or something like that. I don't remember the exact name, but it was good, anyway."

Just to Remember The "Flu" in 'Frisco

Mr. and Mrs. M. L. Markowitz and son and Mr. and Mrs. D. B. Lederman in their "flu" regalia. Mr. Markowitz is manager of the San Francisco Universal Exchange and Dan Lederman is one of the special representatives.

SCENES FROM ANIMATED WEEKLY No. 52



(For titles see opposite page)

DOROTHY

KITTY KELLY
says in the
Chicago Herald

"IT'S very good—clean, trig, pretty, humorous, a bit startling, absorbingly interesting and surprising at the end. You want to look for "The Talk of the Town"—something worth while and delightful."

PHILLIPS *in*

"The Talk of the Town"

UNIVERSAL
SPECIAL
ATTRACTION

Copied from Wid's DAILY on Sunday, December 1, 1918

Personalities and Interesting Well-developed Story Make This Quite Worth While

Mary MacLaren and Star Cast in

"VANITY POOL"

Universal Special

DIRECTOR.....Ida May Park
AUTHOR.....Nalbro Bartley
SCENARIO BY.....Ida May Park
CAMERAMAN.....King Gray
AS A WHOLE.....Personalities of players make interesting story register effectively despite occasional overplaying.
STORY.....Nicely developed, dramatic situations become somewhat meller towards end, but will please.
DIRECTION.....Registered many nice little touches and kept characterizations ringing true with good dramatic effect.
PHOTOGRAPHY.....Varied from fine to fair; occasionally uniform lighting being chief fault.
LIGHTINGS.....Generally splendid on players, but not so good on sets.
CAMERA WORK.....Excellent in close-ups; varied in long shots.
STAR.....Gave appealing characterization
SUPPORT.....Unusually effective cast. Misses Nilsson and Sais, and Farnum and Holding all pressed star for honors.
EXTERIORS.....Satisfactory
INTERIORS.....Some good, but generally too ornamental; not well lighted and lacking in artistic distinction.
DETAIL.....Bad back drops at important moment at end, but generally satisfactory.
CHARACTER OF STORY.....Nothing to offend
LENGTH OF PRODUCTION.....About 5,500 ft.

IF any one needs further evidence of the recent recognition of the advisability of presenting a strong cast in preference to a story centered about one personality, the star, this production presented by Universal should start something, because Universal, being one of our early feature-makers, has been up and down the hill trying most everything, and when they come to presenting such well-known people as Franklyn Farnum, Anna Nilsson, Marin Sais and Thomas Holding in support of Mary MacLaren, it should be proof conclusive that they realize that it is the production value which counts in making good with an audience. It is certainly better to have several personalities to fit into the characterizations of a good story, instead of one personality with everything else, including the story values and supporting cast kept in the background to give that star the center of the stage at all times.

Mary MacLaren holds her own in this because Mary is a distinctive personality, pretty and appealing, and perfectly fitted for the sort of part which she portrays here. It was no easy struggle, however, because Thomas Holding did one of the best bits of work he has ever registered on the screen—the character being a formal, would-be-governor type, who thought he was human, but wasn't at all; Franklyn Farnum played the serious hero without his wild smile, and made a very favorable impression; Marin Sais as the lobbying vamp really walked away with quite a bit of the film because she was decidedly attractive and quite convincing in her portrayal, and Anna Nilsson registered her many scenes with a dramatic sincerity that held the attention and gave strength to the situations.

The weakest spot in the cast was Frank Brownlee as the newspaper politician. Brownlee was a good type, but he was at a loss to know just what to do with his hands and arms at various times, and because of this awkwardness his presence jarred occasionally.

The story of this told how Holding expected to be governor and was being assisted by his wife, Miss Nilsson, who was appealing to Miss Sais, the vamp, to gain the influence of Brownlee, the politician. The vamp was in love with Franklyn Farnum, a friend of Holding's and his wife, which made it a bit "intrikut."

Asked by his wife to do an errand for her in the slums, Holding met Miss MacLaren, daughter of drunken, slovenly parents, took pity on her, befriended her to the extent of providing new furniture and new surroundings, generally and finally ended by apparently falling in love with her.

The vamp, sore because Farnum turned her down, trailed Holding, learned of his visits to Miss MacLaren and tipped off the politician.

With a scandal imminent, Holding, on Farnum's advice, brought Miss MacLaren to his home and she was introduced by his wife as his adopted daughter-to-be. This foiled the politician, who pulled a scandal interview from Miss MacLaren's parents, but when the politician tried to trick the vamp into a bed-room party, she fell out of the window in the struggle, and was killed, which sent the politician to jail and made it possible for Holding to become governor, while Franklyn married Miss MacLaren.

Unfortunately, a number of the interiors have the curse of "set" appearance, they being too ginger-bready and lacking in artistic distinction. Others in the cast were Winter Hall, Virginia Chester, Willis Marks and Mary Talbot.

Play Up Exceptional Cast and Trick Lines. This Should Go Very Well

The Box Office Analysis for the Exhibitor

While the name of this seems rather a blank, I believe that this production is good enough to justify your reaching for it and making considerable fuss over the fact that it presents Mary MacLaren and an all-star cast.

I would say that most any audience anywhere will consider this a very good film. They will not rave about it for weeks and weeks, but they will certainly like it while it runs and leave the house with a satisfied feeling.

I would dress my ads. full of photographs of Miss MacLaren, Miss Nilsson and Miss Sais, and Holding and Farnum. You have here three very pretty women and two rather well-known men, and if you can't stir up interest in a production in which all five appear, then I would say that there's something wrong with your methods.

In going after this in your ad. campaign, I would concentrate upon the line: "Do you know what is really worth while?" because that is in a way the central thought of the story, despite the fact that it is really just an action romance with scandal and politics for complications.

I believe that Mary MacLaren is a decided favorite, and if she isn't, it is probably your fault, because she has done enough good work, but I would be careful to make it clear just who is playing with her, because the line "supported by an all-star cast" has lost its meaning through constant misuse by various film producers who are willing to promise anything at any time without regard for the future consequences.

There is one situation where Farnum runs away from Miss Sais, and you can undoubtedly start something if you can get the right sort of photograph of this attractive girl, by planting it in a lot of white space with the single line above: "Could you refuse her outstretched arms?"

You might plant Miss MacLaren's photograph in white space with a line above: "If you thought your husband loved her, would you dare bring her into your home?"

Lobby Display

IN this display, used by the Holman Theatre of Montreal for "Three Mounted Men," Mr. Pomeroy has taken the prison angle as the most susceptible of advertising. This is not the idea of the majority of exhibitors, but it undoubtedly was good for his locality and served to arrest attention. Notice the ball and chain attached to the letter O, and the imitation masonry to bring up the illusion of a cell. Even the lobby display frames have been "doctored" to create the same effect. The central theme as Mr. Pomeroy sees it is "A Guilty Conscience's Only Relief—Confession."

As a matter of fact, that is not the central theme and it would be dangerous for some exhibitors to use it, for it might prove repellant instead of attractive. But having decided that to be the best angle, the display has been very cleverly worked out to suggest the prison angle which the title "Three Mounted Men" studiously avoids. This is a beautiful example of the way to switch the obvious intention of a title if you think that another angle will pull better in your neighborhood.

THE
HOLMAN
OPPOSITE PHILLIP'S SQUARE
"The Theatre of Big Events"
4 DAYS STARTING SUNDAY
A Photo Dramatic Thriller !
"Three Mounted Men"
The story is one that is too good to tell—it has all the speed, action and dash that you can possibly expect—it is entertaining to the limit.
HOLMAN TOPICAL DIGEST
L.K.O. Comedy, "SCARS AND BARS"
Extra Attraction
Holman Quartette
STARTING THURSDAY Violet Mersereau in "Together"
NEXT SUNDAY—"Where Are My Children?"

A view of the Holman Theatre lobby dressed for "Three Mounted Men."

To Osculate -- or Not To

By Kitty Kelly in Chicago Tribune.

THE Casino this week is showing a dashing little mystery picture that keeps going around corners and running into surprises every few feet of its way. It travels under the luminous title of "Kiss—or Kill," which ought surely to rank as a box office winner, and is inhabited principally by Herbert Rawlinson and Priscilla Dean, along with some other excellent character players who have been given their due in the way of playing opportunity.

Mr. Rawlinson has won his laurel wreath as a well-liked player, and Miss Dean is starting hers auspiciously. She is a charming person, molded on the petite plan, with good looks and vivacity illuminating her ways. Though not so dark, she suggests the piquant Peggy Hyland. She has lovely eyes, and a beautiful slender neck, and a way of wearing clothes. Sh-sh, but she should be careful about the red stuff she puts on her lips.

One talks about the people, for one dare not say much about the picture —that might give it away, and its interest lies mainly in not knowing what the story is.

When you get there you won't have long to wait, for the plot plunges in at once, and travels with break-neck speed along the line of most surprises to the desired happy ending. Who of us doesn't desire a happy ending, anyhow?

A blithe spirit of humor keeps pace with events, reflected alike in the playing and the sub-titles. There are several situations so richly ironic they charm regular Chaplin guffaws from the masculine listeners.

Spots in this photoplay are worth study by those who would write them or direct them.

It isn't any picture for grandmother, perhaps—she might think all the gunning was extreme—but for most of the world of moderns Universal's "Kiss —or Kill" is a whirlwind amusement. It's snappy and suave, made so by Elmer Clifton from a magazine story by Max Brand.

The Biggest Thing For Exhibitors i

THE HEARST

READY SOON

DECEMBER 24th is the day . . . mark it on your memo pad . . . write it on your cuff . . . and REMEMBER THAT DATE. That's the date that marks the advent of the mightiest combination of animated news reels the industry has ever seen, viz., THE HEARST NEWS (being the former Hearst animated photographic section of the Hearst-Pathe News)—THE MUTUAL SCREEN TELEGRAM and THE UNIVERSAL CURRENT EVENTS.

These will be released each week (three a week) all three produced by the INTERNATIONAL FILM SERVICE (Inc.).

Thus each week Exhibitors can advertise these three as Attractions extraordinary, insuring America's millions with ALL the world's big news events in animated pictures, presented in a brand new and unusually fascinating manner, with EXTRA big added attractions each week as described on the next page.

he History of Animated News Reels

NEWS

CONTRACT NOW

CONTRACT NOW!
That means TODAY—NOW—if you wish to hold the whip hand over any and all competition in the animated news reel line.

Wire your nearest Universal Exchange, thru which these animated news reels will be distributed all over the country and secure your 3-A-WEEK sure-fire winners, greater than anything heretofore attempted.

Waste no time—let nothing delay you—beat your competitor to it by wiring today. Then, backed by the mighty advertising and publicity forces of the entire list of Hearst newspapers throughout the country—plus the power of the Hearst magazines and trained force of animated news reel photographers covering every part of the world, you'll have nothing to do but ANNOUNCE that your theatre has THE BIG 3. Contracts are now being signed between Exhibitors and Universal Exchanges everywhere. Get action if you appreciate what "EXCLUSIVE" means with the BIG 3.

In addition to the former big box office features of the former photographic section of the Hearst-Pathe News—the Universal Current Events and the Mutual Screen Telegram, you will have regularly animated cartoons from the pens of such world renowned Artists as Winsor McCay—Hal Coffman—Hy Mayer—T. A. Dorgan (Tad)—Harry Murphy—Powers and the great Opper.

In these animated cartoons that will prove genuine house packers, you'll get the famous Shenanigan Kids—Happy Hooligan—Silk Hat Harry and others.

REMEMBER—a unique and entirely original newspaper advertising campaign, backed by huge publicity, will back THE BIG 3 all over the country. Thus you will have not only the mightiest combination of news reel forces with everything that's new in news pictures of the world, but an advertising campaign that will send thousands to theatres who never went there before. There's a golden stream of new dollars headed for those Exhibitors who CONTRACT NOW.

UNIVERSAL FILM MANUFACTURING COMPANY,

Largest Film Manufacturing Company in the Universe, Carl Laemmle, President,
1600 Broadway, New York.

Bluebird Stars and

Foyer of Strand Theatre back of box office decorated cleverly for "The Guilt of Silence," which played to four days of S. R. O. business in W. B. Armstrong's Strand, Portland, O.

SURE WE'RE PLEASED.

It might please you to know that "Broadway Scandal" pleased our patrons very much.

Yours truly,
CHAS. D. WELLS, Mgr.,
Isis Theatre Cedar Rapids,Ia.

EVEN THE OPERATOR ENJOYED THIS BLUEBIRD

It is very seldom that the tired operator enjoys photoplays. But your release "The Guilt of Silence" with Monroe Salisbury, is the first picture I thoroughly have enjoyed for some time.

It has the best scenery I have ever seen, I can say that there was sure some camera man on the job, for the pictures are perfect.

The great snow scenes are so near real that the picture appears as if you were looking out of a big window. Keep this good work up for it is the kind of pictures we need. In other words, "The play is the thing."

I am as ever a "Bluebird Booster."
(Signed) GUY D. HAMMETT,
Operator,
Kaler Theatre New Castle, Ind.

ABOVE ANY OTHER FEATURES.

We are showing Bluebirds once a week, and class them above any features I have ever shown. "The Wife He Bought" went over big—a wonderful story. Keep 'em coming.

Very truly yours,
A. WINEMILLER, Mgr.,
Gem Theatre Wahakoneta.

View of the Strand's lobby during the four days' run of "The Guilt of Silence" in Portland, O.

The Star--Monroe Salisbury
The Play--"The Guilt of Silence"
The Place--STRAND Theater
The Date--Starting Today
FOUR DAYS ONLY
A Picture Set in Dazzling Gems of Wondrous Scenery
Special Showing each day 11 A. M. during Guilt of Silence engagement
New Animated Weekly and 4 Entertaining Acts Vaudeville
Don't Miss This Extraordinary Attraction
A Tremendous Alaskan Drama

The three-column adv. used by the Strand to open 3 days' engagement.

STARS BECOMING POPULAR.

It is with pleasure we advise you how we have found the Bluebirds in Ensley as a real attraction. We have been running them a long time and find that they are as good and in many cases better pictures than the so-called special features.

They are well directed and while they do not claim the largest stars we find that the stars are becoming popular here, the photography is great and few pictures put out contain better plots.

We are well pleased with the business they get, and we are real Bluebird boosters because we know they are worth the money asked for them.

You can put us down as regulars and as long as Bluebirds are produced we intend to stay on your books.

With best wishes we are,
Very truly yours,
(Signed) D. S. McEACHERN, Mgr.
Franklin Theatre Ensley, Ala.

Plays grow more and more Popular

Two-column adv. for a Bluebird used by the Holman Theatre.

BETTER THAN MOST.

Universal pictures are as good as any and better than most. We are using them every week. Bluebirds have always been good and we will continue to use one each week. If there are any productions that average better I have not seen them. Always received best of service.

Yours very truly,
A. O. GILRUTH,
Foto Play Theatre Watertown, S. D.

GET ALONG BULLY.

I find that Bluebirds are decidedly popular at our house, and we would not do without them. We get along bully. Yours very truly,
T. O. FLEISCHBEIN,
Diamond Theatre Cloquet, Minn.

THEY EAT THEM UP.

Oregon State Penitentiary,
Salem, Oregon.

Sometime ago a former member of our amusement committee obtained from you the privilege of a weekly lot of your motion pictures to be shown here to the prisoners. We have not until now been in a position to formally thank you and express our apprecation for your kindness but as our feelings in this matter remain the same, we know that you will accept our words as they are meant—in full sincereness.

We want you to know that we like your pictures, enjoy them, eat them up. They are our one best bet. As we run them here on each Friday, that day on our calendar is a red letter; and as each one passes and we return to our cells we sigh and grimly decide to bear the six long days before the next one. But it is hard to do; it is hard to wait for more, and we could not do so if they were not so intensely interesting, amusing and enjoyable as to cause us at least ample enjoyment of topic for discussion during the dry period.

While we are here and when we become free, we will always experience a filling little feeling at a thought or mention of you and of the Friday night pictures at the O. S. P. Without melodramatic intentions, we say this truthfully and in all candor; because a few days ago there was mention at our Lodge meeting of the possibility of the express charges not being paid at this end, and we were in a frightened mood until assured by our warden, Captain Murphy, that of course it was paid here gladly and always would be.

And so we thank you.

Sincerely,
Your debtors,
MURPHY HONOR LODGE.

Two-column adv. used by the Superba Theatre, Los Angeles, for a Bluebird.

SUPERBA
—her heart cried out in love for the man she was sworn to kill.
DON'T MISS
THE VELVET HAND
Starring the Superb Emotional Actress
FRITZI BRUNETTE
you'll thrill—you'll throb—you'll go wild over this vibrant melodrama of primitive passions—it will tear at your heart strings—
EXTRA SPECIAL ATTRACTION!
On Wednesday and Friday nights Miss Brunette will appear in person and recite Bob Daly's famous war-time poem, "18 to 45."
AND TO MAKE YOU FORGET YOUR CARES
EDDIE LYONS and LEE MORAN in
the Burlesque on the Movies "FRENZIED FILM"

Another Superba advertisement.

HIS CRITICISM.

I have been studying your request for suggestions as to how you could improve "Bluebird" features. Now I do not consider this as your wishing any bouquets and I do not mean what I am about to say in this light whatever. I have run consecutively 117 of your features, have used them as a program, advertised modestly a "Bluebird Night" and I find that this is one of the most popular nights. I find the subjects are always well selected and the plays well directed. I find the advertising department very efficient and a great help. The only person I can think of who is not making a success with Bluebirds is the man that is not taking your advice. Now I have found several of these features to be extraordinary good ones, ones that the exhibitor could cash in on. Very truly yours,

M. E. WOOLDRIDGE,
Wigwam Theatre, Altus, Okla.

Pat Sullivan's Greatest Animated Cartoon

"HOW CHARLIE CAPTURED THE KAISER"

Bigger to-day than the day it was released—

¶ Pat Sullivan's side-splitting Animated Cartoon — "HOW CHARLIE CAPTURED THE KAISER" —is bigger today than the day it was released. Exhibitors who have played it are tipping off other Exhibitors to play this roaring comedy winner.

¶ It is fast—packed with pep—new—different—and one continuous series of laughs. People everywhere will sizzle with joy reviewing what Charlie does to the kaiser in this high speed animated comedy. Get the special newspaper ad from your Exchange and BOOK NOW.

Book thru your nearest Universal Exchange, or communicate with the UNIVERSAL FILM MFG. CO., Largest Film Mfg. Co. in the Universe, Carl Laemmle, President, 1600 Broadway, New York.

Mae Murray

MAE

MURRAY

IN

"DANGER-GO SLOW"

UNIVERSAL SPECIAL ATTRACTION

PRISCILLA DEAN

IN "KISS OR KILL"

MARY MacLAREN

IN "VANITY POOL"

UNIVERSAL SPECIAL ATTRACTION

The Ravishing Beauty

JUANITA HANSEN

In her first Big Feature Photo Drama

"The Sea Flower"

—in which she appears to excellent advantage as Lurline, the South Sea girl, and later as the beautiful doll of the Metropolis.

Play her up in your advertising as "The Bewitching New Screen Star" in her first feature production. Get the ready-prepared newspaper ad published in mat form from your Bluebird Exchange.

BOOK thru your local BLUEBIRD Exchange, or communicate with BLUEBIRD Photoplays (Inc.), 1600 Broadway, New York City.

PRESS SHEET FOR PRISCILLA DEAN In "She Hired A Husband" Bluebird Photoplay

THE STORY.

(*Copyright* 1918, *Bluebird Photoplays, Inc.*)

DAPHNE TROWBRIDGE is such a perverse young woman that her parents decide the best thing to do is to marry her off. Tom Dunstan, home from college, and Daphne develop a promising love affair. Daphne's parents are delighted and sing Tom's praises profusely. Perversity asserts itself in Daphn and she so resents having Tom's wonderful qualities "crammed down her throat" every minute of the day that she turns him down.

Don Pedro de Alarcon y Correra, socially very desirable, appears on the scene. Mrs. Trowbridge changes her tactics. She slanders poor Don and raises such strenuous objections to h m that perverse Daphne takes him up and announces her intention of marrying him. A few minutes before the wedding, however, she overhears her aunt and uncle chuckling over their success in arranging the match by pretending to object to it, and Daphne becomes angry.

She leaves home in her roadster, wedding clothes and all. At a suburban station she finds a heavily bearded, rough-looking woodsman and h res him to marry her, with the understanding that he is to be her husband in name only. He agrees.

The stranger is Tom Dunstan, but Daphne does not know it. Wm. He gradually tames her, unt l she becomes a quiet, submissive little wife. But when her husband attempts to make love to her, she leaves the cabin and strikes out through the woods. She is captured by two troublesome lumberjacks, whom her husband just has discharged, and taken back to a deserted shack. Her husband comes upon them and, in a glorious fist fight, overpowers the two forest thugs and takes Daphne back to his cabin.

Then she learns that she has been married all the time to Tom, the man she really loved, and she resolves to be happy with her cave-man.

Story by Rex Taylor.
Scenario by Jack Dillon.
Directed by Jack Dillon.

CAST.

Daphne Trowbridge	**Priscilla Dean**
Mrs. Trowbridge	**Marian Skinner**
Mr. Trowbridge	**Frederick Vroom**
Tom Dunstan	**Pat O'Malley**
Col. Dunstan	**F. A. Turner**
Gerald Grant	**Charles Gerrard**
Le Grand	**Sam Appell**
Jerry Grogan	**Harry Todd**

PRISCILLA DEAN OFFERED STRONG ROLE IN NEW PLAY.

"She Hired a Husband" is Star's Latest Bluebird Vehicle.

BLINDLY perverse, Daphne presents a study in feminine psychology which Tom Dunstan solves in Pettruchio-like fashion, according to his modern concepts. Daphne wills to do whatsoever she is forbidden. She mistakes independence for license and calls "her own way" freedom.

Like a child lost in a forest of doubts and mysteries, contrary Daphne refuses the man she loves because her aunt and uncle want her to marry him, and accepts a nobleman whom they slander. But on the wedding eve she overhears her relatives telling of how they "fooled" Daphne, knowing that if they disparaged her suitor she would certainly marry him.

But a force stronger than her aunt and uncle, mightier than Daphne's urge for the perverse, takes in hand the peculiar career of this daughter of modern society. Love, represented in Tom Dunstan and abetted by chance—or was it inspiration—ultimately conquers with the great Canadian woods as the scene of the struggle.

Tom turns "cave-man" with a "different" twist to the role. How he wins Daphne, the child of whims, and how in "the bearded stranger" whom she married "by agreement" to shock her relatives and the wedding party she finds her beloved Tom is well delineated in "She Hired a Husband," a beautiful photodrama of "high society" and the woods, which comes to the.....theatre on.....

Priscilla Dean, Bluebird star of "The Brazen Beauty" and "The Two-Soul Woman," enacts the psychological role of Daphne, upon whom the influences of environment and love react, and Pat O'Malley, the handsome juvenile and a recent acquisition to the Bluebird screen firmament, plays Tom Dunstan.

THE love of a pretty, young society girl for a "cave-man" forms the theme of "She Hired a Husband," the latest Bluebird photoplay, in which Priscilla Dean will appear at the .....theatre on.....

HUGE WOODSMAN FIGHTS FOR WOMAN HE LOVES.

Great Battle in Forest Staged in "She Hired a Husband."

ALL the essence of the potent north woods that makes men strong and enduring of hardship was expressed in that fight with a woman as the stake.

And she, the woman, looked on with love mounting in her bosom as she saw the mighty efforts her "cave-man" husband was putting forth that she might be saved from the insult of the two woods thugs who had intercepted her on her way to the railway. True, she had escaped from this very spouse, afraid of his bear-like embraces, for then she had not learned the romance of his arms, had not known the glory of being fought for by so worthy a champion.

So, they fought a splendid fight, like animals battling for life itself—for to him this woman that watched, her heart beating for him alone, was indeed life. Her he had taught tractability, obedience, wife-like devotion—were his efforts to go far naught? So he battled on, one against two—and won!

Thus did Daphne discover her love for her "save-man" hero, and in "She Hired a Husband," a Bluebird romance of the northwoods and high society, which comes to the.....theatre on....., you will witness this "finish fight" which won for Tom Dunstan a loving wife and for Daphne the certainty that she had found a man who could conquer her perverseness as he had conquered the brutes who had threatened her. Priscilla Dean, beautiful star of "The Two-Soul Woman," plays Daphne with extraordinary verve and perception for the role.

A THRILLING story of a girl's love and the great North Woods has been picturized in 'She Hired a Husband," which comes to the..... theatre on....., with Priscilla Dean in the leading role.

PRISCILLA DEAN, who will be remembered for her excellent work in "The Two-Soul Woman" and "The Brazen Beauty," is being supported in her latest Bluebird photoplay, "She Hired a Husband," by Pat O'Malley, one of the most talented and popular leading men in filmdom.

"She Hired A Husband" PRESS SHEET

AT A GLANCE.

STAR—Priscilla Dean.
PREVIOUS HITS—"The Two-Soul Woman," "The Brazen Beauty, etc.
DIRECTED BY—Jack Dillon, who directed "Beans."
WRITTEN BY—Rex Taylor.
SUPPORTING CAST — Pat O'Malley, Charles Gerrard, Sam Appell, Marian Skinner, Frederick Vroom, F. A. Turner, Harry Todd.
TIME—The present.
LOCALE—Fashionable estate and the great Canadian woods.
THUMB-NAIL THEME—The story of a stubborn girl who has to be tamed by daring methods.

FOR THE HERALD

DID you thrill over Priscilla Dean's sensational dual role in "The Two-Soul Woman"?

Were you astounded by her rare display of elaborate and daring gowns in "The Brazen Beauty"?

Then you will wants to see "She Hired a Husband," Priscilla Dean's newest Bluebird production, which is what might well be called a twentieth century version of Shakespeare's "Taming of the Shrew."

Can't you just picture Priscilla as a modern shrew spurning the overtures of a 1918 Pettruchio?

Daphne has spent her inheritance and perversely opposes her aunt and uncle's wishes.

They decide to marry her off. It happens that Tom Dunstan, Daphne's boyhood sweetheart, who might have had a chance, but for the sponsorship of Daphne's relative was the victim of rejection. He takes to the Canadian woods to care for his father's interests. On the eve of her wedding to a nobleman, Daphne contrarily makes her escape in her bridal garb and motors to a suburb, where she meets a bearded stranger to whom she proposes marriage: "In Name Only," she adds, as a precaution. And then——

To tell you the chain of exciting events that follow would spoil your enjoyment of "She Hired a Husband."

It's coming to this theatre, stamped with the Bluebird guarantee of 100 per cent. entertainment. Don't miss it.

Advertising Catch Lines

A modern Petruchio tames a shrew produced by "high society."
She found behind a burly beard, a fierce and a tender lover.
Love must needs wait on youth.
She didn't know that behind the beard was her childhood sweetheart.
A beard is no barrier to Cupid.
A decadent society had produced her but a caveman and the Northwoods won her.
Plotted with Cupid to undo the harm of environment.
She watched him battle for her safety, and as he won the fight, so did he win her heart.
She was his wife "in name only." But love and the Northwoods made her change her mind.
The "Taming of the Shrew" a la 1918.
He made her love him.
Priscilla Dean in a brand new role.
Caveman wooing wins contrary miss.

ADVERTISING PUNCHES.

1—The Locale. Beautiful Bear Valley, California, with its mighty woods.
2—The star and her former roles: "The Two-Soul Woman," "The Brazen Beauty, etc.
3—The crucial battle with the woodsmen which wins for the hero the love of his bride and for her a lover-husband.
4—The highlands of contrast between the social environment which fed Daphne's vanity and the woods life where she learned the alphabet of love.
5—The unusual spectacle of a woman proposing to a bearded stranger at a suburban railway station at midnight, clad in wedding finery.
6—The immutability of fate shown in the fact that Tom Dunstan, her childhood sweetheart, was the "Bearded stranger" to whom Daphne proposed.
7—The wild midnight spin which takes Daphne away from the wedding party and the amorous Don Pedro.
8—The psychological study Daphne presents as being typical of the "new girl" produced by a decadent society.
9—The star's leading man, Pat O'Malley, who has had a long career on the screen as a juvenile lead.

FULL LINE OF SUPPLIES, PAPER, CUTS, MATS, MUSIC CUE AND PRESS SHEETS.

A BLUEBIRD IDEA.

HAVE a man make up as a woodsman, with a heavy beard. and walk about the streets in your vicinity with a large card bearing the following:

"If you were a young girl and piqued because your parents tried to marry you off to a society dandy, would you propose marriage to a strange man like this—and make him wed you? Daphne Trowbridge did in "She Hired a Husband"—at the ..... theatre on.....

NOTES.

THE tory of how a girl hired a rough, strange woodsman to pose as her husband, in order to rebuke her parents for scheming to marry her to a dandy, is depicted n "She Hired a Husband," a charming Bluebird photoplay in which Priscilla Dean will appear at the.....theatre on.....

PRISCILLA DEAN, beautiful Bluebird star, has one of the best roles of her screen career in Daphne Trowbridge, a perverse young woman, in "She Hired a Husband," Bluebird's latest feature, which w ll be shown at the.....theatre on.....

What are they staring at? --what's freezing their blood?

Priscilla Dean

Will give you more thrills in five minutes than you ever had in your whole life.

—WATCH FOR HER!

"The WILDCAT OF PARIS"

UNIVERSAL SPECIAL ATTRACTION

Wonderful Atmosphere in "Lure of the Circus"

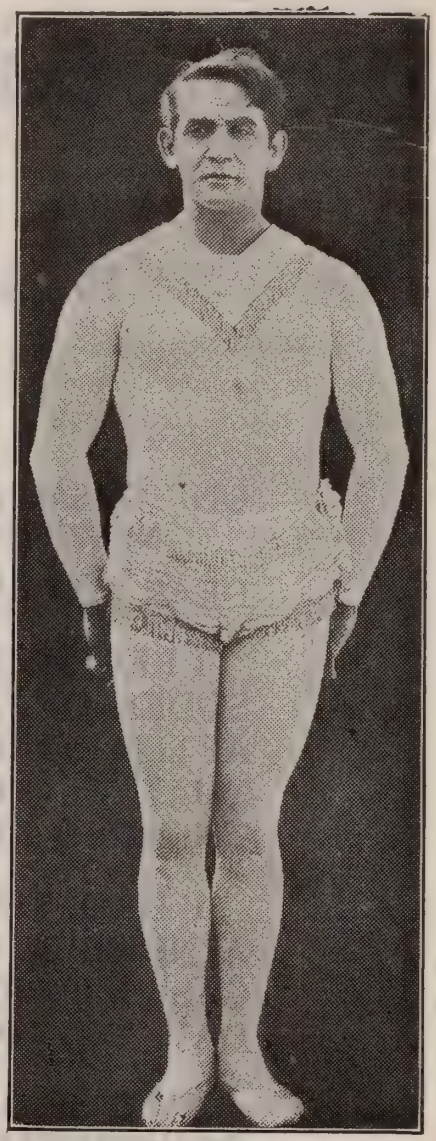
EDDIE POLO, THE STAR, INSISTED ON HAVING EVERY ELEMENT THAT MADE THE SERIAL A REPLICA OF REALITY.

THE scowling, officious ring master the carefree broncho buster, the trim athlete who mystifies thousands by his marvelous acrobatic feats, the aerialist, the beautiful equestrienne—those personages of circus life seen every year by millions of men, women and children—have been "written in" by the Universal in its great master serial, "The Lure of the Circus," with daring Eddie Polo and beautiful Eileen Sedgwick in the principal roles.

When this smashing portrayal of existence under the Big White Top comes to the.....theatre on....., patrons will see a motion picture that is not only unique because it is the first great circus serial of its kind ever produced, but is without a rival in the depiction of hair-raising deeds of daring.

Men and women whose names have graced the rosters of the largest circus organizations in the world have been filmed in thrilling "stunts" that form a new chapter in the history of motion picture production. Besides Eddie Polo, "The Hercules of the Screen," and beautiful Eileen "Babe" Sedgwick, there are more than a score of performers who virtually take their lives in their hands every minute they are on the screen.

The absolute "best" in circus performance has been incorporated in "The Lure of the Circus," including an organization of men, women, animals and "outfit" that never before has appeared in film.



Eddie Polo, star of "The Lure of the Circus," as he appears in the first episode of the latest Universal serial.

WILSON'S NIECE SEES SERIAL FILMED.

Mrs. Frank Compton Views Eddie Polo's Work in "The Lure of the Circus."

Mrs. Frank Compton, niece of the President, meets Eddie Polo at Universal City, Cal.

PRESIDENT WILSON was informally represented at the start of the filming of "The Lure of the Circus," Universal's big new serial of the sawdust ring, with Eddie Polo and Eileen Sedgwick as the stars. Mrs. F. E. Compton, of Chicago, a niece of the nation's chief executive, visited Universal City on the day production was started, and extended felicitations and best wishes to Eddie Polo for the success of the mammoth-chaptered melodrama. Her husband accompanied her.

"Is Eddie Polo here to-day?" was the first question they asked.

"He is just starting a brand-new circus serial," they were informed.

"Lead us to him," they chimed in unison. And the whole day was spent watching Polo and his all-star cast making the tan-bark production.

With keen interest and making vast notes, Mr. and Mrs. Compton watched the performers rehearse their parts under the big top.

By special request, Mr. and Mrs. Compton will be advised when "The Lure of the Circus," the production in which they were most interested, will be shown in a theatre adjacent to their residence in the suburbs of Chicago.

Best Serial Ever Released

The First Letter on "THE LURE OF THE CIRCUS"

Predicts Phenomenal Bookings

CHICAGO, ILL.,
NOV. 12, 1918.

UNIVERSAL FILM MFG. CO.,
NEW YORK CITY.

DEAR MADAM:

I RECEIVED THIS DAY THE FIRST THREE EPISODES OF "THE LURE OF THE CIRCUS" AND AFTER REVIEWING IT I CAN ONLY SAY TO YOU THAT I CONSIDER THIS THE BEST SERIAL THERE HAS EVER BEEN ISSUED ANYWHERE.

I HAD THE PLEASURE OF SHOWING IT TO A NUMBER OF EXHIBITORS AND, IN SEVERAL CASES, INCREASED THEIR BOOKING FROM ONE DAY TO TWO.

THIS SERIAL SHOULD, AND WILL, BRING US CONSIDERABLE MONEY THROUGH THIS TERRITORY, AS THE EXHIBITOR IS BOUND TO REAP A BIG HARVEST WITH A SERIAL OF THIS KIND.

VERY TRULY YOURS,

I. L. LESSERMAN,

SALES MANAGER,

UNIVERSAL FILM EXCHANGES, INC.

TIMELY JEWELS GETTING MONEY

GREAT SATISFACTION

Following is a letter received from Glynne & Ward's Theatrical Enterprises of Brooklyn, N. Y.:

Jewel Produc., Inc.
1600 Brodway, New York City.

Gentlemen:—Just a few lines to express our appreciation of your production, "CRASHING THROUGH TO BERLIN," which we ran at our Alhambra Theatre for three days. This feature was wonderfully put together, and it's up to date theme appealed to our patrons in great shape. Our business was excellent, and on all sides we heard expressions of great satisfaction from all who had the privilege of viewing the same. We trust you may issue many such good features in the future, and we will be only too pleased to book same for our theatres.

Your very truly,

GLYNNE & WARD,
By M. Glynne.
Brooklyn, N. Y.

Float used at Oskaloosa, Ky. (or wherever it is), of the tractor type, which brought the business.

"The Kaiser" Is Rebooking

Jewel Productions,
New York City.

"You will note in the case of "The Kaiser" for town of Walkerville, that this film has already played first run, and our traveler has secured a second booking. This is the first time in the history of a town the size of Walkerville, approximately 4,000 population, that a second run has been secured.

CLAIRE HAGUE,
Toronto, Can.

"Feature It Strong"

Oct. 10, 1918.

Jewel Productions,
Cleveland, O.

Played "Lusitania" to a return engagement Thursday. Friday fair weather; business great. Saturday evening down pours the rain. Couldn't hold them. Feature it strong, fellows. The best one-reel bet on the market.

F. S. BENSON,
Mgr. Strand Theatre,
Youngstown, Ohio.

Play this most widely Advertised, best hated man in the world—

"A KAISER THERE WAS"

GET the profits to be had from the unpopularity of the ex-kaiser. At the present writing the Allies are discussing what shall be done with this idiot. YOU can cash in on that advertising. Get the specially prepared newspaper ad and USE IT. It presents the roaring comedy element of this special release.

. . . . . .

Book thru your nearest Universal Exchange or communicate with the UNIVERSAL FILM MN'FG. CO., Largest Film Mn'fg. Co. in the Universe, CARL LAEMMLE, President, 1600 Broadway, New York.

Fascinating

PRISCILLA DEAN

in one of her Latest Plays

"She Hired A Husband"

THE novel twists of this Priscilla Dean picture offer you some big openings for advertising.

Imagine for a moment the unique angle of a stunning young debutante asking a rough lumberjack to marry her . . . and he does. But—her idea was entirely different than his. She only wanted a marriage to help her out of another matrimonial tangle, and instead of getting out, she gets in much worse.

BOOK thru your local BLUEBIRD Exchange, or communicate with BLUEBIRD Photoplays (Inc.), 100 B'way, N. Y. City.

SCENES FROM UNIVERSAL CURRENT EVENTS, NO. 82

Aviators attaching message to homing pigeons prior to flight.

Pigeons' pullman, in which the birds are carried from base to the front lines.

Spectacular ceremony of the Chu Chin Chow Company, which permitted the children of Boston to purchase sacred cows for the zoo.

Yankee girl sailors, or yeomanettes, undergoing physical drills scarcely less difficult than their Jackie brothers.

All that is left of a Hun plane crashing on the Argonne front.

American doughboys capturing a German machine gun nest in the Argonne.

EDDIE POLO
in
"The Lure of the Circus"
Episode No. 5
"THE LIP READER"

CAST.

Eddie Somers.....Eddie Polo
Nan Harden.....Molly Malone
Malcolm Somers....Charles Hill Mailes
Richard Van Norman.....Duke R. Lee
Howard Mason.....Fred Montague
Brock.....James Gorden

EDDIE swims ashore and goes to tell his father of his failure to get the money. He has no more than got the words out of his mouth when a messenger boy arrives with a package for Somers. They open it and discover the $2,000. The boy, upon being questioned, says that the package was left at the main office for delivery by an unknown man. They race to Mason's, arriving just in time to make the payment.

When Van Norman hears Brock say that the safe was empty when he went to remove the money, his first thought is that Brock has double-crossed him. Then they find the treasurer, who has been chloroformed, under the cot. The treasurer does not accuse Eddie but says that Eddie is the only man in the show strong enough to have knocked him out. So Brock reports the robbery to Mason and is told to have Eddie arrested for it when the show plays Bridgeport, a town a few miles distant, the next day.

But just as the police place Eddie under arrest, the treasurer comes running out with the money in his hands, saying that he had found it in the safe. It has been returned in some mysterious way.

But Eddie decides he has stood enough persecution so he takes Andy to one side and tells him that he intends getting ahold of Dan and making him testify against Mason in regard to the fire at the well.

Mason and Van Norman watch this conversation and feeling that something is under foot, call a lip reader with the show to tell them what Eddie is saying. When they learn where Dan is hiding, Mason, Brock and Van Norman get a fast team and a light buckboard and start to Riley's. Though Eddie and Andy follow on horseback, they arrive first, knock Riley out and capture Dan. But on their way back, their horses become frightened, plunge over the embankment, the buckboard is smashed, Brock killed and Mason slightly hurt while Van Norman escaped unhurt.

Eddie finds Dan, where he has been thrown far to one side and persuading Dan that he is safer with him, lifts him on his back and starts across a power line over the river. Van Norman sees Eddie escaping with Dan and shoots—Eddie and Dan both plunge down into the river.

"Camping Out"

Lyons-Moran Comedy.
CAST.

Eddie.....Eddie Lyons
His Wife.....Dorothy De Vore
Lee.....Lee Moran
His Wife.....Grace Marvin

EDDIE and Lee decide to spend the week-end in the mountains and live close to nature and enjoy a brief season of hunting and fishing. They take their wives in a packed "flivver" and drive mountainward.

They have decided that inasmuch as they can provide provender for the trip, they will not take any provision.

They find the trout stream devoid of water and turn their attention to hunting and track what they suppose to be a bear but which proves to be a peaceful cow and they have nothing to eat.

To add to their discomforts a wind storm wrecks their tents. They are visited by wild animals and, as a fitting finale, the mountain stream becomes swollen and their tenting paraphernalia is washed down the stream, completely wrecked. The city men decide that camping out has its disadvantages after all.

MASTER COMEDIES
presents
"A Kaiser There Was"
Two Parts.

Private Pickles.....Billy Armstrong
Captain Cocktail.....Charles Inslee
Colonel Crabapple.....James Donnelly
Saucy Sybil.....Eva Novak
Larry Lung.....Chai Hong
A Kaiser There Was.....Bill White

WHEN Billy Armstrong goes to war, he must have his valet, and Chai Hong is that young China boy. And when Billy loves, he only aims at the highest; the highest in this case being the Colonel's daughter, Eva Novak, also the object of the affections of Charles Inslee, a captain in the U. S. A., who is not much of an admirer of Billy Armstrong, his rival in love.

The Colonel tells Billy that he can not have his daughter until he has either killed or captured the Kaiser, so things look pretty black to Billy. One day during target practice with the guns, Billy Armstrong and Chai Hong chance to be sitting on a cannon. The captain, seeing his opportunity to get the Colonel's daughter, fastens the cannon on which Billy and Chai are seated to a cannonball, and then fires the gun.

Billy and Chai fly thru the air on the cannon and landing in the Kaiser's palace, they knock him over just as he is saying "I'll stand no nonsense from the United States.

Billy Armstrong is made to dig his grave and Chai Hong seeing a chance of escape, lassoes the firing squad who was to kill Billy and the other end of the rope is tied to an ascending aeroplane, which carries the squad into the air. Then Billy and Chai disguise themselves and enter the Kaiser's palace. Kaiser takes flight on his trusty horse, but is followed by Billy and Chai, who chase him to the end of the cliff where he falls off. Then Billy and Chai return to their comrades amid great applause, and Billy receives his reward, the colonel's daughter.

SYNOPSES OF "THE LURE OF THE CIRCUS," "CAMPING OUT," "A KAISER THERE WAS" AND "THE BEAUTIFUL LIAR."

Nestor Comedy.
'The Beautiful Liar"
CAST.

Hubby.....Ben Wilson
Wifey.....Neva Gerber

BOB and his sweet-tempered wife have things going along very smoothly until one day Bob forgets to count his drinks at the club and consequently enters a state where memory is at a blank.

The boys play a joke on him and place a handful of things in his pocket, knowing that wifie will be sure to sight them and demand an explanation. Bob arrives home and when wifie confronts him, his dream of pleasure starts to disappear, when he has to give an explanation of his whereabouts and, to make matters worse, she discovers such things as a bunch of hair—a set of teeth—and a baby bottle in his pocket.

Poor hubby can't remember a thing, but knows that it will be best to tell a sad untruth than to admit he doesn't remember. After doing the hardest bit of work, in telling three sad tales to clear matters up to wifie's entire satisfaction, he heaves a sigh of relief and, taking a look at the things in his hands, murmurs to himself, "Now where the deuce did I get them."

"THE KAISER"

THE BEAST OF BERLIN

BIGGER TO-DAY THAN EVER

IT'S VALUE HAS DOUBLED

ADVERTISE IT LIKE A CIRCUS

IT'S GETTING THE MONEY FOR EXHIBITORS

Is the War Over?

You'd never think the war was over the way packed houses yell and stamp and shout with joy over this marvelous production. Booking day in and day out—as safe as a bank—as steady as a church—the one best bet that any exhibitor anywhere ever put his money on. Book it. Bank the dollars. Then repeat at least twice.

JEWEL Productions INC
1600 Broadway New York City

SYNOPSES OF "THE CABBAGE QUEEN," "THE ROBBER," CURRENT EVENTS AND ANIMATED WEEKLY.

ALICE HOWELL
in
"The Cabbage Queen"

Two-reel Century Comedy.

CAST.

Lotta Cabbage.....Alice Howell
Her Sweetheart.....Hughie Mack
A German Spy.....Phil Dunham
Another German Spy....William Irving
(*Copyright*, 1918, *Century Comedies*)

ALICE HOWELL has the secret formula for the preparation of some wonderful sauerkraut which the Germans are sadly in need of. Phil Dunman and his accomplice, William Irving are brother German spies who in flying over Alice's home one day in their airplane smell the odor of the cooking sauerkraut and determine to secure the formula for the German Army which is very short of its favorite food.

Hughie Mack is the lover of Alice and only a poor country boy. Phil Dunham and William Irving attempt by all manner of means to secure the secret formula from Alice Howell but by her own cleverness and with the aid of her lover, Hughie Mack, she succeeds in foiling the German spies and thus starving the German Army by removing the supply of sauerkraut.

"The Robber"

Two-reel Western Drama.

CAST.

Slim, the little outlaw.....Helen Gibson
Frank Moore, sheriff.....Edward Peil
Eastern Dave, an outlaw.....Leon Kent
Ethel Granger.....Yvette Mitchell

BLACK DAN, the leader of a gang of outlaws, has a daughter whom he has raised as a boy. The gang call her Slim. On the day that her father is killed in a hold-up, Slim takes command of the gang, much against the wishes of Eastern Dave, one of their number.

Dave happens to see the sheriff from the neighboring county spying around their hold-out and he takes him a prisoner to the shack. For the first time in Slim's life she discovers what love is, and releases the sheriff. She decides to quit the life of a bandit and, putting on woman's clothes for the first time, rides into the town where Moore is sheriff.

Slim, through the influence of Moore, who does not recognize her as the leader of the gang that held him prisoner, secures employment in the express office. One day Slim sees Moore talking to the minister's daughter and she becomes jealous. She decides that the one thing she lacks to win Moore's affection is education.

While these thoughts are in her mind she overhears a conversation between the agent and Moore concerning a shipment of gold coming in on the stage. She decides to get the gold and use it to get an education.

After the hold-up she remembers a sermon that she heard the sky-pilot preach, and she takes the gold back to Moore. As she enters in man's clothes, Moore covers her and pulls off her mask. He recognizes her and asks her why she held up the stage. She tells him that she thought she needed an education. Moore takes her in his arms and tells her he loves her without an education.

Current Events, No. 82

Lord Northcliffe Guest of American Officers in London.—Famous English publisher and editor visits the American Officers' Club, Washington Inn, where he is greeted by Admiral Sims. —*London, England.*

Pigeons Fly with Our Naval Aviators.—Birds are taken on trips to be sent back with information of enemy operations or to carry word in event of accident.—*Washington, D. C.*

Boston "Kiddies" Buy Sacred Cows for Zoo.—Animals brought from the Orient are purchased by contributions of school children from the Chu Chin Chow Company through the Boston Post.—*Boston, Mass.*

Yankee Girl "Sailors" Get Military Training.—"Yeomanettes" of the Navy Yard here are put through physical drills scarcely less difficult than those which Uncle Sam's sturdy "Jackie" undergo.—*Norfolk, Va.*

British Hero of Zeebrugge Here with Victoria Cross.—Captain Alfred F. B. Carpenter, who commanded the expedition that sank several old warships under the noses of the German guns blocking the famous submarine base, arrives on the S. S. Moro Castle. —*New York City.*

Let the Wedding Bells Ring Out! —Mrs. Charles Chaplin, nee Miss Mildred Harris, the beautiful Universal star whose marriage to the famous comedian has just been celebrated, showing her as she appears in a scene from her latest production, "Borrowed Clothes."

President Directs Aerial Fleet by Wireless 'Phone.—Battle squadron maneuvers 4,000 feet above the White House while President Wilson, from the ground, issues orders to its commander.—*Washington, D. C.*

With the Victorious Yanks!—Remarkable motion pictures made on the firing line in France by United States Signal Corps photographers just before the signing of the armistice. Released through the Committee on Public Information.

Cartoon by Leslie Elton.

Animated Weekly,

No. 52.

British Gold Fed Victory Guns.—Signing of the armistice finds famous Trafalgar Square converted into a replica of the battlefields and the devastated sections of France to further the sale of war bonds.—*London, England.*

Aviators Now Talk in the Air!—Greatest invention of the world war, a wireless telephone by which fliers communicate with the ground and with each other in flight, is the invention of an American officer.—*Washington, D. C.*

"Where Do We Go From Here, Boys?"—If the War Camp Community is within reach, the answer is easy, for this organization is always able to provide comfort and entertainment for Uncle Sam's fighters, as witness this well-attended Sunday show.—*New York City.*

GIVE!

Did They "Treat 'Em Rough"? King George Thinks So.—British monarch visits an American concentration camp where the boys of the tank corps halt plans for returning home to stage some thrilling scenes of battle.—*Somewhere in England.*

America's Winged Warriors!—The second instalment of a series of remarkable motion pictures showing the development of Uncle Sam's stupendous aerial program made by U. K. Whipple, Universal staff photographer, by special arrangement with the United States Department of Military Aeronautics.

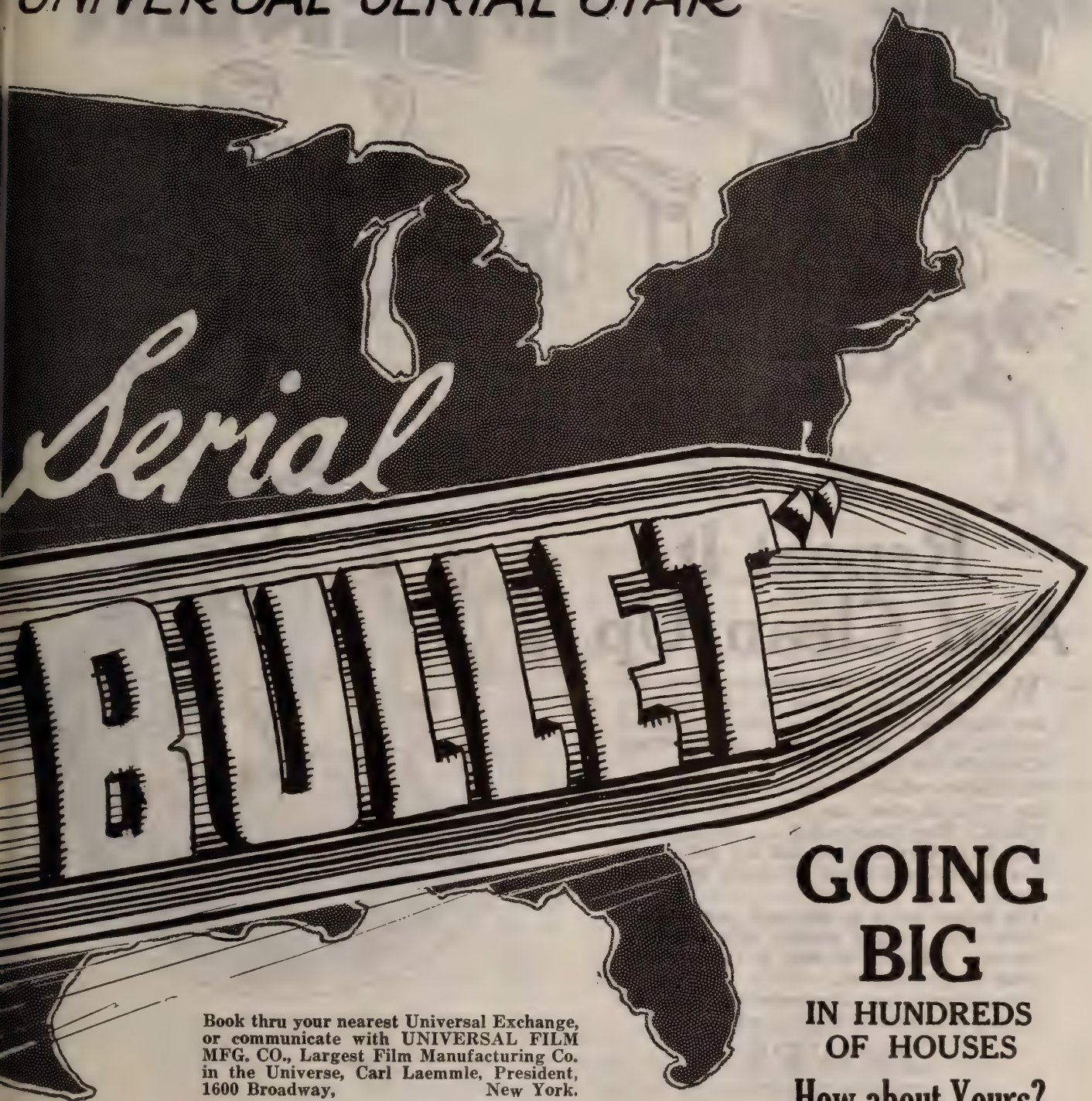
Sub-titles.—For every flyer there are many mechanics in the air service, since utmost concern must be exercised in assembling and repairing the "ships," as the aviators call their machines. Several thousand small parts such as this go into construction of an airplane—— In the woodwork shop, where the finest and spruce and walnut go into the making of our winged warships. Several varieties of wood with bracing cross grains make the marvelously powerful propellers that drive the ships more than 100 miles an hour. The safety of the flyer depends upon the perfect balance of his propeller. The completed propeller.

Cartoon by Hy Mayer, World-famous Caricaturist, "The King is Dead, Long Live the King."

JUANITA
BEAUTIFU
in
The Winning
Juanita Hansen
"THE BRASS

HANSEN

UNIVERSAL SERIAL STAR



Book thru your nearest Universal Exchange, or communicate with UNIVERSAL FILM MFG. CO., Largest Film Manufacturing Co. in the Universe, Carl Laemmle, President, 1600 Broadway, New York.

GOING BIG

IN HUNDREDS OF HOUSES

How about Yours?

abdicated!

"THE GEEZER OF BERLIN"

Repeat It And Clean Up

WIRES, letters and messages from almost every corner of this country are convincing evidence of the phenomenal success of the big comedy winner—"THE GEEZER OF BERLIN."

Exhibitors who have played it and cleaned up with it once are PLAYING IT REPEAT. They know what can be done with this Box Office magnet, and are going to it the second, and many of them, the third time.

The kaiser got it in the neck and millions cheer with joy and scream with delight to see him get it as he does in this sumptuously staged comedy.

Demonstrate your showmanship. Ride this winner while the riding is good.

JEWEL PRODUCTIONS INC.
1600 Broadway. New York

Billboard's Review of "Borrowed Clothes"

(Jewel Productions, Inc.—SIX REELS—Starring Mildred Harris. Directed by Lois Weber. Presented at Broadway Theatre, New York, November 17.)

A COMPLETELY SATISFYING PICTURE, FURNISHING 100 PER CENT. SCREEN ENTERTAINMENT.

MOVIE fans have learned to look for uniform excellence from a Lois Weber production, and in this instance they will find a full quota of high-class dramatic material, in which tears, realism and genuine heart-interest mingle interestingly.

Here is an instance where plausibility is not strained, where good judgment, ripe experience and a complete understanding of human nature are the tools which mold a successful picture that will appeal to the most inveterate motion picture fan.

The very natural story finds an echo in many homes, and it is owing to the thorough, convincing manner in which the plot evolves that the picture advertises itself. Such incidents happen only too frequently in the humbler walks of life, and the clever characterizations that people the theme register every thought and emotion so accurately that the spectator feels he is visualizing life itself—not looking at it from the front. Mildred Harris fits perfectly the role of the troubled little working girl, Mary, whose ideals extend beyond the confines of the sordid, ill-smelling kitchen of her father's humble home. In such a frame of mind temptation comes to her in the guise of a wealthy aristocrat, whose luxurious residence offers a wide contrast to her own abode. How she reaches the precipice of a near calamity, yet clings to her chastity, even though the mudslingers have bespotted her pure garments, is thrillingly told. Orange blossoms bedeck her brow as a final reward, and she rises out of difficulties with the man of her choice.

Such a slight recitation cannot do justice to the underlying thought which permeates the central idea. But it will prove a lesson to many, and perhaps bring a greater charity into the heart of the home circle. Lois Weber understands the psychology of life, and knows how to present her arguments with carrying force. As for direction, selection of players, photography and lighting effects may the gods grant us more of her efficient kind.

Mildred Harris does not need to be exploited as Charlie Chaplin's bride—she has sufficient ability to stand upon her own reputation. She gave a charming portrayal of the distressed young girl, and her thorough unaffectedness added greatly to the performance. Lewis J. Cody was an easy, nonchalant idler, who awakened to his own contemptible conduct in time for the wedding bells to ring; Edith Chapman, as usual the seasoned artist, played convincingly the shoddy, browbeaten mother. In fact the entire cast was far above the ordinary.

EXHIBITORS' NOTE: This big feature is well worth your attention. There is but one way to spell perfection—and here it is Its showing has brought back the crowds to the Broadway Theatre and that is saying enough.

Who Said the People

Just Stop for one minute in

expressions from Exhibitor

"CRASHING

"Our business on 'CRASHING THROUGH TO BERLIN' was way beyond our expectations. We congratulate you."
GLYNNE & WARD'S THEATRICAL ENTERPRISES, Brooklyn, N. Y.

" 'CRASHING THROUGH TO BERLIN' is a WINNER, and I do not hesitate to recommend the booking of this production to any one interested."
HAMLIN THEATRE, Chicago, Ill.

"Enthusiasm of 'CRASHING THROUGH TO BERLIN' nearly raised the roof of my theatre. Will play a return date on this."
COLONIAL THEATRE,
S. Pasadena, Cal.

"Despite no taxies running or automobiles, 'CRASHING THROUGH TO BERLIN' packed the big Auditorium at every performance and went over big." AUDITORIUM THEATRE,
Chicago, Ill.

"Hundreds turned away at opening of 'CRASHING THROUGH TO BERLIN.' TREMONT TEMPLE,
Boston, Mass.

"I am glad to report that we ran your Super-feature, 'CRASHING THROUGH TO BERLIN,' with great success, and I heartily recommend this picture to any exhibitor."
Dan C. Riddle, ROYAL THEATRE,
Los Angeles, Cal.

don't want War Films?

your rush and read these

s who have recently played

THROUGH TO BERLIN"

The Only Authentic History of the Great World War in Moving Pictures

"First day 'CRASHING THROUGH TO BERLIN' big success—stood them out to street—picture well liked by everybody."
MISCHLER THEATRE, Altoona, Pa.

" 'CRASHING THROUGH TO BERLIN' biggest clean-up in years—give us more like it."
CHESTER THEATRE,
Brooklyn, N. Y.

JEWEL PRODUCTIONS
INCORPORATED
Executive Offices, 1600 Broadway, New York City

The Picture that will Live Forever

NEITHER America nor the rest of the civilized world will ever forget the unspeakable crime of the sinking of the Lusitania, irrespective of the cries of "Kamerad." Neither will they forget the tremendous spectacle done in this picture by the famous WINSOR McCAY and his staff artists who produced more than 25,000 separate drawings, requiring over 22 months of labor, presenting the picture that is—

THRILLING—BEYOND WORDS

No exhibitor who is a real showman will fail to take this reel and clean up with it as hundreds have already done with the ready-prepared advertising, furnished by any Jewel Exchange. If you haven't played it—DO IT NOW.

JEWEL PRODUCTIONS INC.
1600 Broadway. New York.

NO AUDIENCE in the world but what will instantly warm up to fever heat at the unusual theme behind this great story —that of Cheyenne Harry marrying a beautiful young New York Debutante of high social standing. It's one of the finest photoplay entertainments of the season—

Featuring the popular Western Idol

HARRY CAREY

In no production of recent date has Carey shown up in such various emotional phases as in "ROPED," easily one of Carey's very best. With an unusual theme, unusually fine acting, unusual direction and settings, this play will register a genuine hit in your House. Book it and make use of the specially prepared newspaper mat procurable at your Exchange.

Book thru your nearest Universal Exchange, or communicate with the UNIVERSAL FILM MFG. CO., Largest Film Manufacturing Company in the Universe, Carl Laemmle, President, 1600 Broadway, New York.

UNIVERSAL SPECIAL ATTRACTION

Dorothy Phillips

IN

"THE TALK OF THE TOWN"

The Moving Picture Weekly

Vol. 7 _ No. 18
Dec. 21st _ 1918 _

Ruth Clifford in "The Cabaret Girl"

Priscilla Dean

in "She Hired A Husband" (Look at Him!)

A PERFECTLY delightful love story in outdoor and indoor settings that are a feast for the eye—with just the right amount of probability to make people chuckle and laugh right straight through. Book it today at your local Bluebird Exchange. Or,

BLUEBIRD PHOTOPLAYS, Inc.,
1600 Broadway, New York.

"OVER THE RHINE WITH CHARLIE"

Pat Sullivan's Second Big Animated Cartoon Winner.

THIS is the second one of those fool things of Pat Sullivan's that have made people nearly sick with laughing. If you haven't shown "HOW CHARLIE CAPTURED THE KAISER," play it quick—then follow it with Sullivan's new scream on what CHARLIE did when he got over the Rhine. Show these two little gems. Take action now.

Book thru your nearest Universal Exchange, or communicate with the UNIVERSAL FILM MFG. CO., Largest Film Mfg. Co. in the Universe, Carl Laemmle, President, 1600 Broadway, New York.

MONROE SALISBURY

Master of Histrionic Emotion

in

"The LIGHT OF VICTORY"

A VERY human and intensely dramatic story with an end smash that's a wonder. A real photodrama in every meaning of the word and one in which virile Monroe Salisbury plays a sympathetic part to perfection. A production thoroughly satisfactory from every point of view. It will draw and it will make money and reputation.

Book it today through your local Bluebird Exchange, or

Bluebird PhotoPlays
1600 Broadway
NEW YORK

HIP-HIP-HOORAY! Let 'em cheer and roar and stamp and yell---give 'em a good time. Let 'em laugh their heads off. Where's the man who wont loosen up at the funny old gink of Potsdam in this rollicking, irrepressible piece of burlesque

"A KAISER THERE WAS"

IF you know what's timely you'll play this at your first opportunity. It's time to cash in on this big chance to laugh and we think you'll grab it. Sit right down and book this money-maker before you turn this page.

Book thru your nearest Universal Exchange,
or communicate with the

UNIVERSAL FILM MFG. CO.,

Largest Film Mfg. Co. in the Universe,
CARL LAEMMLE, President.
1600 Broadway, New York.

WHEN Exhibitors talk about *"The Brass Bullet"* as the "classiest" serial they have seen in months, there's something to it that commends this serial to you. You get in this De Luxe box office winner,--

"The BRASS

Bullet," a serial of wild romance, a love story of great fascination, played by the most beautiful girl that ever appeared in any Universal Serial, supported by one of the handsomest young leading men in motion pictures.

THE "BRASS BULLET" is a serial de luxe photographed among the natural splendors of the Santa Catalina Islands, one of Nature's fairy bowers of endless scenic wonders. "THE BRASS BULLET"

will hold your audiences for eighteen straight weeks because it's new, different, novel, gripping and precisely the kind of serial photoplay that grows bigger and bigger as each episode unrolls. Hundreds have cleaned up with it. How about you?

Book thru your nearest Universal Exchange, or communicate with the UNIVERSAL FILM MFG. CO., Largest Film Mfg. Co. in the Universe, Carl Laemmle, President, 1600 Broadway, New York.

FOLLOW PRES. WILSON OF EUROPE

HEARST NEWS UNIVERSAL CURRENT EVENT

Wm. Harefield, expert news reel photographer for Hearst News.

Give Your Patrons all the Big News of President Wilson and the Big Peace Trip-FIRST

THE International News Service (Inc.) will give exhibitors first run on the greatest event in the history of the world—the Peace Conference at Versailles. Two of the most expert cameramen on the staff have been delegated to get ALL the highly interesting scenes of this great bit of history.

These two cameramen will follow President Wilson thru Europe, getting everything possible in news pictures.

Here, then, thru the forces of the International, you will secure some of the mightiest drawing cards of years, all hooked up with the tremendous advertising and publicity powers of all the Hearst newspapers and magazines, backed by the power of the leading newspapers in most of the big cities throughout the country.

ON HIS TRIUMPHAL TOUR through the and SCREEN TELEGRAM

Millions Waiting for The "Wonderful News Pictures

MILLIONS of people are eagerly awaiting these wonderful news reels. Millions will clamor to see our President in Europe, how he was received everywhere he went, the festivities, parades, celebrations. Millions will await with tensest interest the scenes of the Versailles Conference, where the peace of the world will be sealed.

You can clean up with the "exclusive" on these International Film Service news reels, to be presented in the "HEARST NEWS"—or THE SCREEN TELEGRAM—or the UNIVERSAL CURRENT EVENTS. Wire your nearest Universal Exchange for CONTRACT

Book through your nearest Universal Exchange or communicate with the UNIVERSAL FILM MFG. CO., Largest Film Manufacturing Co. in the Universe, Carl Laemmle, President, 1600 Broadway, New York.

W. K. Whipple, expert news reel photographer for Hearst News.

MEMBER OF THE NATIONAL ASSOCIATION OF THE MOTION PICTURE INDUSTRY

THE MOVING PICTURE WEEKLY

A MAGAZINE FOR MOTION PICTURE EXHIBITORS

Published Weekly by the MOVING PICTURE WEEKLY PUB. CO.
1600 BROADWAY, NEW YORK CITY

PAUL GULICK, *Editor* JOE BRANDT, *Bus. Mgr.*
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Vol. 7. DECEMBER 21, 1918. No. 18

WHAT DO YOU WANT?

SEVERAL hundred persons professing a high knowledge of literature have been searching the realm of classics for several weeks, to procure material for forthcoming Universal films. After a survey of opinions all over the country, officials of the Universal recently decided that old stage plays and old novels were the subjects the public wanted done in pictures.

Thereupon the company issued probably the most sweeping call for such material that has ever been made. The request went to every employee in the producing organization, and to representatives in the company's branches. About 500 subjects have been suggested thus far.

This call has also been sent to many exhibitors. They have sent in mighty interesting letters telling what they would like to see filmed and what they think their audiences would like to see in films. Are you one of them? And have you told the scenario department what your idea for one film production?

WHAT L-KO HAS TO OFFER.

THE L-Ko Motion Picture Kompany is the largest comedy company in the world. Realizing the demand for fast, clean comedies the L-Ko force is working at top speed. There are nine directors on the L-Ko producing staff, comprising the cream of the American laugh makers. The list includes such well known names as Charles Parott, formerly with Keystone and Fox; Frank Griffin, until recently with Sennett and the Keystone; Noel Smith, Sunshine comedy director; Craig Hutchinson, of Universal and Keystone fame; James Davis, whose work for L-Ko and Universal needs no introduction; Vin Moore, producer of scores of L-Ko laugh makers; Joe LeBrandt and Anthony Coldewey, well known for their Sennett and Keystone connections; Ferris Hartman, the famous musical comedy favorite and Keystone and Sennett director.

Among the well known screen favorites appearing in L-Ko comedies are Hughie Mack, the fat and jovial comedian, formerly star Vitagraph laugh maker; the clever Alice Howell, featured in the Century comedies; Harry Gribbon, a musical comedy favorite and for four years a featured Keystone and Sennett player; Mae Emery, a star on the stage and in Sennett pictures; Billy Armstrong, until lately with Sennett and one of the leading players with Charlie Chaplin; Babe Hardy, well known for his work with Pathe, Lubin and Vogue; Harry Mann, secured from Universal Nestor comedies, where he was featured; Merta Sterling, the fat and frolicking roly-poly of the L-Ko; Pretty Peggy Prevost, who was with Keystone, Fox, and Harold Lockwood; Eva Novak, the beautiful blonde of L-Ko comedies; Dick Smith, whose droll facial expressions have made him a feature of the L-Ko; Eddie Barry, known for his work in Christie and L-Ko comedies; Bartine Burkett, who played the blonde lead in "The Geezer of Berlin"; Helen Lynch and Loretta Wilson, two blonde baby vamps; Jim Donnelly, of Keystone and Sennett reputation; Grace Orma, the vaudeville favorite, and the "slim slivver of the screen"; Rube Miller, the eccentric rural comedian; long and lean slim Fitzgerald, and Charlie from the Orient, the little Chinese comedian, one of the comedy finds of the last few years.

Send Photos of Your Lobby to the Editor. You Will Receive Many Helpful Suggestions.

TITLES OF CURRENT EVENTS, No. 83.

1. Naval airplane preparing to accompany the George Washington, bearing the President of the United States to France.

2. Wounded Tommies visit Eton College and are received by the faculty and the students of this world famous institution of learning.

3. Under long range bombardment the artillery men of Battery D calmly go about the job of digging gun emplacements.

4. Pontoon bridge over Meuse constructed under German fire, which will stand as a monument of the cleverness and intrepidity of the American Military Engineers.

5. More than 1,400 Red Cross canteens similar to this, care for our boys in France, and the boys of the several other Allied nations were equally as welcomed.

6. Eton College entertaining wounded Tommies with a joy ride at Windsor.

GIRL IS ALMOST ROBBED OF DESERVED HAPPINESS.

Story of Thrills and Heart Interest is Depicted in "The Nature Girl."

AFTER she had yearned for years to see her father, and the meeting had been made possible only through a series of thrilling incidents fraught with death and frightfulness, little Dolores Winthrop recoiled in horror as she gazed into the eyes of a madman. Yet this actually was her father, the man who had been driven insane through grief over her mother's death. Dolores had been hungry for a man's love ever since she could remember, and she determined to be patient with this parent who had suffered so much.

She called his name, but he only stared at her, then shrunk away as though in fear. She held out her arms, but he avoided them. Then the girl sat down and wept. Was this, after all, to be the end of her search? Was the happiness she had thought within her grasp to be denied her? Would her father's reason ever be restored?

Her questions were answered when——

But the story is too long and too interesting to be divulged here. See how it comes to a happy conclusion in "The Nature Girl," the five-reel Bluebird photoplay in which beautiful Violet Mersereau will appear at the.....theatre on.....

SCENES FROM CURRENT EVENTS, NO. 83

(*For titles see page opposite.*)

COMING
-like Ten Thousand Furies
Priscilla Dean
in
UNIVERSAL SPECIAL ATTRACTION
"The WILDCAT of PARIS"

HARRY CAREY

in

A Heart-throb Picture of a Man who was Bigger than his Worst Misfortune

ROPED

"..he used to creep in at night..
and hug his baby to his breast.
..they might steal his wife's love
but he didnt think they'd
ever take the kid.....
..and then he woke up to
find himself roped."

COMING!

UNIVERSAL SPECIAL ATTRACTION

WITH very flattering unanimity, the Critics agreed several weeks ago that Dorothy Phillips in "THE TALK OF THE TOWN" was likely to make a hit---and this is precisely what has happened. You can play this picture for a long run with the absolute assurance that it will please everyone---and make yourself a lot of money.

Book through your nearest Universal Exchange, or communicate with the UNIVERSAL FILM MFG. CO., Largest Film Manufacturing Co. in the Universe, Carl Laemmle, President, 1600 Broadway, New York.

Dorothy PHILLIPS in "The Talk of the Town"

UNIVERSAL SPECIAL ATTRACTION

See the Fleet that saved the World

Official

BRITISH WAR PICTURES

7

Weekly Episodes

Admiral Beatty's Fleet in Action

British Aerial Submarine Destroyers

The Capture of Bagdad

Thrilling Feats of the Royal Flying Corps.

Repairing War's Ravages

Chinese and African War Workers in France

British Naval Activities

"FIGHTING FOR FREEDOM"

SHOW your people the gigantic fleet that saved the world from the heel of the Hun —the fleet that whipped Germany to a frazzle. Show all the big accomplishments of the great British Navy. No reels so timely as this great series—"FIGHTING FOR FREEDOM," the 7 episode series that truly shows what Great Britain's ships and armies did to help win the war.

Book thru your nearest Universal Exchange, or communicate with the UNIVERSAL FILM MFG. CO., Largest Film Mfg. Co. in the Universe, Carl Laemmle, Pres., 1600 Broadway, New York.

Publicity Service Cinched Contract

SYMPHONY THEATRE
614-616 South Broadway
Los Angeles, Cal.

September 16, 1918.

Universal Film Mfg. Co.,
1600 Broadway,
New York City, N. Y.

Gentlemen:

In your Motion Picture Weekly of September 14th, you asked for any complaints about the press and advertising service matter furnished with your Bluebird, Jewel and Universal productions. My complaint is that the matter I receive from other companies hasn't been more like that I received from Universal enterprises.

USING THE MATTER FURNISHED IN YOUR WEEKLY AS A BASIS, MY ADVERTISING MAN PUT OVER A WHIRLWIND CAMPAIGN ON HARRY CAREY IN "HELL BENT" THAT BROKE THE HOUSE RECORD THREE WEEKS AGO, AND THEN BROKE THE "HELL BENT" RECORD WITH MARY MACLAREN IN "BREAD" THIS LAST WEEK.

I find the advertising catch-lines just what we need for lobby-teasers and slides. The "At a Glance" gives my ad writer all he needs to prepare an appeal to the public that will line 'em up in front of the box office, and the advance notices make a hit with our dramatic editors.

I am strong for your policy of facts, not adjectives, for we have plenty of adjectives we can throw in for ourselves out here.

Your publicity service was a strong factor in causing me to sign up to use Bluebird and Universal attractions exclusively, despite the fact that the Superba, a first-run house a block away, is also featuring first-run Universal, Bluebird and Jewel products to the exclusion of all other programs.

Yours truly,
B. C. STEELE,
Manager Symphony Theatre,
Los Angeles, Cal.

PRISCILLA DEAN

"She Hired a Husband"

SHE was high-spirited and reckless—so when they tried to make her marry the nice young man next door she took the bit in her teeth and married a lumber-jack. And then she woke up—and what happened after that will give you many a thrill and a laugh. Book this perfectly charming Priscilla Dean Bluebird for a sure success in entertainment and money.

Book thru your local Bluebird Exchange, or

BLUEBIRD
Photoplays, Inc.,
1600 Broadway, New York.

Capitalize Your Front --- Your Biggest Asset

By M. KASHIN

Exterior of the Holman Theatre, Montreal, dressed up for the showing of Violet Mersereau in "Together"—an attractive and inexpensive front.

ON an investment of a few dollars, I have realized hundreds—at least five hundred per cent. a DAY on capital invested. Can you tell me of any other business but the moving picture show where a five-hundred-per-cent.-a-day investment is considered of too little importance to attract investors? And yet that is the fact which I want to bring home to you who are not getting all possible use of the front of the house. I don't care how pleasing your theatre may be, or how good the show itself, on the INSIDE, if you don't get the people in, what's the use?

The average picture theatre represents a very heavy investment, and one which must be realized on quickly. Location and capacity are two main factors in success, and with location you pay a rental and license on the front of the house, which is high or ridiculously cheap, according as you use that front to best advantage.

I do not wish to say the exhibitors all over the country do not at once appreciate the value of getting the people into their houses. But how can this value be gotten out of the front? That is the question. And when I first set out to solve this and find a way to make money out of this investment, I was surprised at the quick and immediate response I got for every bit of pains I took. Of course, hanging a big six-sheet like every other theatre in the neighborhood may help business if the six-sheet is attractive.

But I set out with the idea that the ordinary paper and lobby display furnished by the exchanges did not bring out the thing which would pull dollars and people into *my* theatre. And so I set about to "get them in." Often I have used the principles of motion to attract attention, and of an appeal to a special class of patronage, where possible, for every one likes to be singled out and to feel that you are appealing to him or her in the first person.

If you can get the same pulling power—what we hear referred to so often in the picture reviews as "punch" (now it is getting to be called "pep")—into your lobby display as into the pictures themselves, you will have capitalized that too frequently neglected part of your business, the lobby front, and the results will surprise you. Every one who passes your theatre can be induced to come in, if he is not directly on his way to do some particular thing, and if he cannot come in right now, if you appeal to him in such a way that he has a picture in his mind of an attractive place he wants to go later, he will come back and often bring many with him. The mere stopping of a crowd at your doors will not get business, necessarily, but even that will help.

The average top limit of cost of the displays I have been telling about is less than twenty dollars. Twelve and fifteen will cover the ordinary work and materials, because we are not after what is considered a special work of art. We are after the psychological result, produced in the cheapest possible manner, just for a day, perhaps. We want to attract attention in a way that is appropriate to our purpose.

The main thing I want to bring out is that this sort of "capitalizing the lobby" can be done by any exhibitor, anywhere. There is no town too small or too large to have its local genius who can produce these roughly painted figures, and in most instances the simple expedient of "cut out," using stiff cardboard, properly braced with one-inch strips, cutting the figure from a large poster and mounting it can be resorted to. What counts and gets the money is the "idea," which will occur to any one who will sit down and analyze the picture. Draw on the whole theatre staff for the idea." The producers

usually furnish some little novelty, or in their press matter give a basis for the "idea," which only needs to be enlarged.

The lobby display offers a free advertisement by the use of a "close up" of some big scene or scenes in the picture. And the bigger you can enlarge this idea, the plainer you can make it to the people who will stop to give you an opportunity to interest them, the surer these people are to come in and want to see the whole plot worked out around the selected scene which induced them to come in.

I want all who read this to be thinking of how they can make use of this enormous capital invested in theatre lobbies which is now going to waste in many places. I am doing what I can to help, through these articles, from time to time in Moving Picture Weekly. I will be only too glad to suggest to any exhibitor any lobby display scheme which might fit his case alone, or be adaptable to his situation or location. I would appreciate it if you would send me photographs of your own lobby displays and fronts. The editor of the Moving Picture Weekly will be glad to run them. If you have turned these ideas into money, help along the next man. When we get the money from the pictures, we will get still better pictures.

SEND LOBBY DISPLAY PHOTOS.

WHEN we threw open the columns of the Moving Picture Weekly to a free discussion of the lobby display problem. We meant what we said. We want to make that perfectly plain. For some reason very few exhibitors have taken advantage of this opportunity. Mr. Kashin, who conducts this department, has no intention of embarrassing any exhibitor by criticism, but he stands ready to point out defects in displays, as well as the good points.

PRISCILLA TAKES ADVICE.

PRISCILLA DEAN, the Bluebird star, entertained a number of the police reporters of the Los Angeles daily papers at dinner recently in order to get their advice on how she should play the title role in "The Safe Cracker," a story of the underworld, based on one of Jack Boyle's "Boston Blackie" stories.

The scribes unbosomed themselves of the details of all the lady yeggmen they had known, and Priscilla felt that the evening was not spent in vain.

Just the same Priscilla always has a way of her own in dealing with a situation, and if there is a style in yeggwomen they are going to be a mighty attractive and dangerous class if they pattern after Priscilla. She is a mighty winning yeggwoman.

Virginia Dare's Critique on "The Talk of The Town" in *Chicago Daily Journal*

By VIRGINIA DALE.

"The Talk of The Town"

Presented at the Casino Theatre, Today and Tomorrow.

The Players.

CAST

Generva French
Dorothy Phillips
Maj. French.....George Lewis
Aunt Harriet
Clarissa Selwynne
Lawrence Tabor
William Stowell
Jack Langhome....Norman Kerry

A vain effort to teach a lesson —therefore entertaining.

A VAIN effort to teach a lesson—therefore very entertaining.

There are many mighty human touches in "The Talk of the Town." Most girls will recognize in Generva, no doubt, some of their own little foibles and fancies. And almost every well brought up parent will see in the major's only daughter some of the trying and unyielding traits of his own hopefuls.

There's a suggestion of youth and cheer in the first part of the picture that will drive dull care away. And the good handling of the latter reels make one tolerant of the foolishness of the willful little wife.

It's all about Generva, so carefully "raised" in a motherless household that she has to resort to a book, "The Secrets of a Court Beauty," in an effort to satiate her curiosity. That she was an apt disciple of the court beauty is beyond a doubt. She corrals an habitual bachelor—you know the type—into marrying her without further ado.

And when on the train he tries to make her understand he really loves her she tells him frankly and very unbridelike that she married him to get away from home and father. Which is truthful if not flattering. Further, that she intends to do as she pleases, and she does. The way she pleases, by the way, not pleasing husband, either.

Particularly does it displease him when she forms a friendship for a youth with one of those interesting misspent pasts. But having learned wisdom from his long years of bachelorhood, husband refrains from criticism. Which is an aggravation to any erring wife, you'll admit.

But things aren't really as intricate as one has been led to believe. The villain, he with the misspent youth, turns out to be a regular man. It's quite confusing at the end, for instead of hissing the villain with the drooping mustache as every movie goer knows to be quite the correct thing, one is forced to applaud him.

That, however, is due to the ex-bachelor, the husband of Generva.

It's a picture that's enjoyable. There's just enough truth about it to make it interesting and not enough to make it a bore.

A corner of the Holman lobby with "Together" display. Note that "Where Are My Children" is booked.

A Dramatic Feast in Lavish Settings

RUTH CLIFFORD

in

"The Cabaret Girl"

A particularly ap pealing love story with a big surprise lying in wait for you around the corner. A production that fills the eye with Ruth Clifford's beauty and talent. Highly dramatic, ably directed, splendidly staged Book it as sure to please.

Book through your local BLUEBIRD Exchange, or communicate with BLUEBIRD Photo Plays (Inc.), 1600 Broadway, New York City

© LANGER

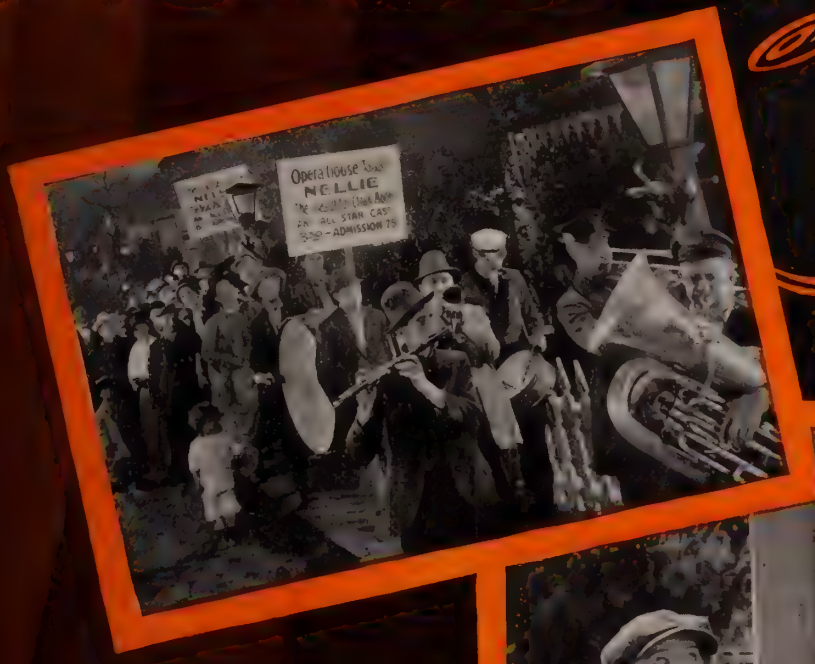
Mae Murray in

"DANGER-GO SLOW"

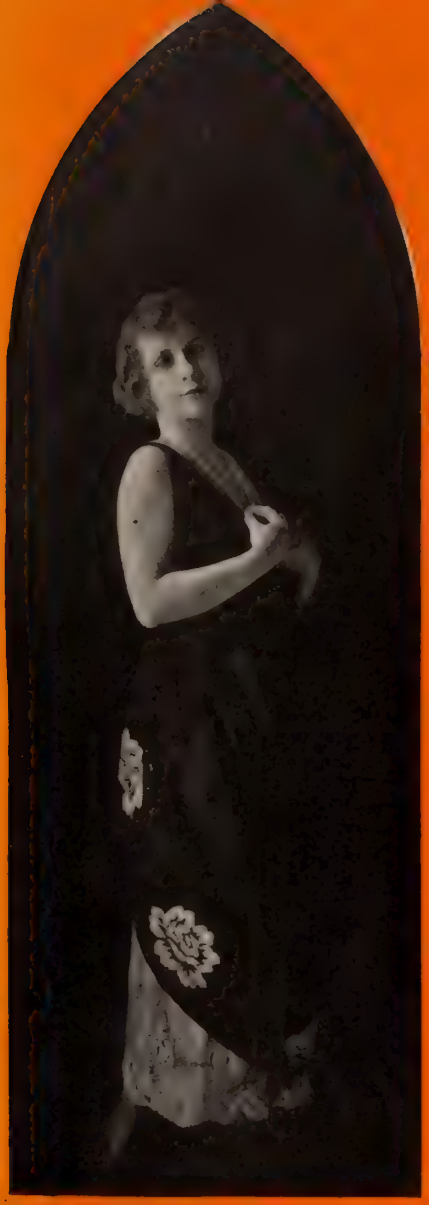
Mae

"DANGER - GO SLOW!"

Murray in



UNIVERSAL
SPECIAL
ATTRACTION



Dorothy
PHILLIPS in
"The Talk of the Town"

Priscilla
DEAN in
"Kiss or Kill"

Mary Mac
LAREN in
"Vanity Pool"

UNIVERSAL SPECIAL ATTRACTIONS

Easily - The Class of the Comedy Field

LYONS-MORAN

STAR COMEDIES

WHEN there's a thoroughbred at the post every other horse in the race knows it. And all the other comedy teams in the field know perfectly well that Lyons-Moran have set a pace for clean fun that no one else can touch. It's the dressed-up fun that makes just as big a hit in the gas-house district as it does on Fifth Avenue. Play any one of the recent Lyons-Moran releases—they're as good as wheat, as standard as a dollar, as welcome as the new increase in sugar. See your nearest Universal Exchange today. Or communicate with

UNIVERSAL FILM MANUFACTURING COMPANY,
1600 Broadway, New York. Carl Laemmle, Pres.

Mrs. Charlie Chaplin Smashed All Records

DECEMBER 6, 1918.

JEWEL PRODUCTIONS,
1600 BROADWAY,
NEW YORK CITY.

DEAR SIR:

IT IS WITH PLEASURE, AND FOR YOUR INFORMATION, I AM CONVEYING TO YOU THE NEWS OF THE PHENOMENAL BUSINESS OUR CIRCUIT DID ON "BORROWED CLOTHES," WITH MRS. CHARLES CHAPLIN (NEE MILDRED HARRIS).

THE ATTRACTION WAS BOOKED AT THE FLUSHING THEATRE FOR ONE DAY, TUESDAY, DECEMBER 4TH. ALL BOX OFFICE RECORDS ON THIS DAY WERE S-M-A-S-H-E-D. WE HAD MORE PAID ADMISSIONS THAN FOR THE "BIRTH OF A NATION," "MY FOUR YEARS IN GERMANY," "OVER THE TOP" OR EITHER OF THE TWO LATE CHAPLIN RELEASES.

THE PUBLIC DEMANDED THAT WE HOLD THE ATTRACTION OVER AND SHOW IT FOR TWO ADDITIONAL DAYS, AND THE SECOND AND THIRD EQUALLED THE FIRST. THE DRAWING POSSIBILITIES OF THIS PICTURE WERE WONDERFUL.

YOU MAY SHOW THIS LETTER, IF YOU LIKE, TO OTHER EXHIBITORS.

VERY TRULY YOURS,

(SIGNED) Z. M. HARRIS,
FLUSHING M. P. CORP.,
NEW YORK CITY.

SCENES FROM ANIMATED WEEKLY, NO. 53

Cameraman Whipple, now abroad, who has taken some wonderful shots in the air.

Even the mules come in for their share of horse-show honors.

Major-General Edwards welcomed in Boston as commander of the department.

The Mauretania comes in, still in camouflage, with four thousand returned soldiers.

Mauretania's decks look black as the doughboys catch their first glimpse of the Statue of Liberty.

Then they all went over to Ellis Island to quarantine for a few days.

Helps for the Exhibitor on "The Sea Flower"

THE STORY.

(*Copyright, 1918, by Bluebird Photoplays, Inc.*)

IN San Francisco, von Linterman, a German agent, has been smuggling ammunition to a Hun raider in the Pacific. He has employed "The Viking," owned by one Gus Olsen. Truxton Darnley, secret service operative, overhears von Linterman and Olsen in a Barbary Coast saloon, run by one "Gun" Fowler.

Darnley ships aboard the Viking and discovers munitions in the hold. He learns that the National munitions plant in San Francisco is to be blown up by von Linterman's men.

Darnley, caught spying, is thrown overboard. He is washed ashore on an island, where lives Lurline, a beautiful white girl. Lurline secretes him in her cave and calls him her Prince Charming. A romance develops, but Darnley has only 8 days to reach San Francisco to foil the plotters. He leaves, promising to return.

Lurline is sold into marriage to Olsen by her foster father. Olsen carries Lurline aboard the Viking, and falls into drunken stupor.

At dawn the Viking is abreast of the steamer bearing Darnley. Lurline dives overboard. She is picked up after outdistancing Olsen, and a touching reunion is staged.

Darnley saves the plant. Implicated workmen tell him von Linterman and other "higher ups" will meet at Fowler's place that night. Meanwhile, Lurline is recapturtd by Olsen and forced to work at Fowler's as a dancer. President Jordan, of the National plant, in the meantime discovers Lurline is his long-lost daughter.

That night Jordan goes to the "Elite" and witnesses the raid led by Darnley. Lurline is rescued, and Jordan reveals that he is her father. Olsen is killed in a desperate struggle and von Linterman and Fowler are arrested.

Lurline and Darnley are once again united.

JUANITA HANSEN IS COMING IN FIRST BLUEBIRD FEATURE

Beautiful Serial Star to be Featured in New Play, "The Sea Flower."

NOT many years ago Juanita Hansen, the star of "The Sea Flower," was the belle of Los Angeles high school. Overnight she threw aside the simple dimity frock of a school girl to don the evening gown of a screen star.

"THE SEA FLOWER"

Story by George Hull.
Scenario by H. Tipton Steck.
Directed by Colin Campbell.

CAST.

Lurline	Juanita Hansen
Truxton Darnley	Al. Whitman
"Brandy" Cain	Fred Huntley
Kealani	Eugenia Besserrer
Gus Olsen	Frederick Starr
"Gun" Fowler	Alfred Allen
Von Linterman	George Pearce

D. W. Griffith was her first cinema pedagogue. Then she starred in "The Secret of the Submarine," her first serial.

Next Mack Sennett chose her to be queen of his court of baby dolls in Keystone comedies, because of her reputation as "the most beautiful girl on the screen."

She made a hit in comedy, but comedy did not make a hit with her, for she felt that in stopping custard pies she was wasting her dramatic talents. She then joined the Universal, and after co-starring with Franklyn Farnum and Dorothy Phillips, was chosen to play the heroine of Universal's big new serial, "The Brass Bullet."

Miss Hansen did such splendid work in "The Brass Bullet" that it was decided to confer on her an honor extraordinary, that of making her a Bluebird star.

Colin Campbell, who made "The Yellow Dog" and "The Spoilers," was called upon to direct her, and "The Sea Flower," by George Hull, was chosen as her initial starring vehicle.

The finished production will be shown at the ..... theatre.....

THRILLING MAGAZINE STORY FILMED IN "THE SEA FLOWER"

Juanita Hansen to Play Leading Role in New Bluebird, "The Sea Flower."

JUANITA HANSEN, the beautiful star of "The Brass Bullet," Universal's recent serial success, has deserted the chapter melodrama long enough to make a Bluebird photoplay under the direction of Colin Campbell, who created "The Yellow Dog" and "The Spoilers."

"The Sea Flower" is the title of Miss Hansen's first starring vehicle under the Bluebird banner. It was written by George Hull, and originally appeared in Scribner's magazine.

The dazzling young star is seen at her best as Lurline, a white girl in the tropical islands, who is held in a state of near-slavery by her foster father, "Brandy" Cain, a drunkard. A parrot is her only friend.

How she meets the prince charming of whom she has dreamed, is sold into marriage to a brutal sea captain, escapes, is later recaptured and forced to work in a Barbary Coast resort, is finally found by her real father from whom she had been kidnapped, and is restored to her lover's arms when her husband is killed in a raid, makes a story teeming with interest, pathos, and thrills.

Al Whitman is seen as leading man, while others in the cast include Fred Huntley, Eugenia Besserrer, Frederick Starr, Alfred Allen and George Pearce.

The drama is replete with picturesque photography.

FOR THE HERALD.

BEWITCHING Juanita Hansen, whom many critics have called "the most beautiful star in the movies," is coming soon in her first big Bluebird dramatic success, "The Sea Flower."

Doubtless you saw her with Franklyn Farnum in "The Rough Lover," and with Dorothy Phillips in "Broadway Love," and you surely followed her thrilling adventures as the heroine in "The Brass Bullet," Universal's recent serial success.

Now she comes as a Bluebird star in her own right.

You see her as Lurline, a beautiful white girl, living on a tropical isle. Her foster father, "Brandy" Cain, is a drunkard, and threatens to beat her when she pours out the brandy on the floor. A parrot is her only companion. One day a prince charming that she has dreamed of is washed up on the shore. She revives him and love comes into her life. But he is a U. S. secret service agent, and has to rush back to San Francisco to save a munitions plant from being blown up. He leaves her, promising to return, but in the meantime her foster father sells her in marriage to a brute of a sea captain.

Then her adventures really start and to enjoy them you must see "The Sea Flower" when it comes to this theatre on .....

ew Bluebird Photoplay, with Juanita Hansen

AT A GLANCE.

STAR—Juanita Hansen.
PREVIOUS HITS—"The Brass Bullet," "The Rough Lover," "Broadway Love," "The Secret of the Submarine," etc.
DIRECTED BY—Colin Campbell.
PREVIOUS HITS—"The Yellow Dog," "The Spoilers."
STORY BY—George Hull.
PUBLISHED—In Scribner's.
SCENARIO BY—H. Tipton Steck.
TIME—The present.
LOCALE—A tropical island; aboard a smuggler; interior of a Barbary Coast dance hall in San Francisco.
TYPE OF PLAY—Romantic melodrama.
SUPPORTING CAST—Al. Whitman, Fred Huntley, Eugenia Besserrer, Frederick Starr, Alfred Allen, George Pearce.
THUMB-NAIL THEME—The story of a beautiful white girl on a desert island, who is sold into marriage my her sold into marriage by her foster father to a brutal sea captain only to escape to the arms of her lover, a secret service agent, to be later recaptured by her brute husband and forced into service in a Barbary Coast dance hall. Later her real father, owner of a munitions works, which has been saved by her sweetheart's efforts, heads a raid on the resort, the girl is rescued, her husband shot, and she is again free to seek the arms of her lover.

JUANITA HANSEN TO VISIT WOUNDED BROTHERS ABROAD

JUANITA HANSEN, the beautiful star of "The Brass Bullet" and other serials, who is appearing in her first Bluebird feature, "The Sea Flower," soon is to go to France to see her two brothers, who were wounded five days before the armistice was signed and now are in an American army hospital. Incidentally, Miss Hansen, who sings as well as she acts, will entertain members of the A. E. F. in various camps abroad.

Miss Hansen will leave as soon as she has completed work on her second Bluebird production, which is now being filmed.

LURLINE'S PRINCE CHARMING COMES UP OUT OF THE SEA

Thrilling Story is Depicted in "The Sea Flower," With Juanita Hansen.

WITH a brilliant hued parrot as her only companion, Lurline, the little white girl on the tropical island, read the fairy stories the kindly missionary had given her and dreamed of the day when her Prince Charming should come.

One day he did come. He was a U. S. secret service agent, who had been thrown off a ship smuggling ammunitions to the German submarines, when the brutal captain discovered his identity. The kindly waves washed him on the shore in front of Lurline's cave which she imagined was her palace.

Love came into her life, but her lover had to get back to San Francisco to prevent the blowing up of a munitions plant. He promised to return but in the meantime her drunken foster father sold her in marriage for $500 to this same brutal sea captain.

But that was only the beginning of the story. The rest of it is graphically told on the screen in "The Sea Flower," a brand new Bluebird photoplay starring Juanita Hansen, which comes to the ..... theatre..... ..... Colin Campbell, who made "The Yellow Dog" and "The Spoilers," directed it. George Hull wrote the story. And Juanita Hansen gives to the role of Lurline an interpretation that makes the photodrama a cinema classic.

ADVERTISING PUNCHES.

1—The fact that it is the first Bluebird photodrama starring Juanita Hansen, the beautiful young serial star of "The Brass Bullet," who previously played opposite Franklyn Farnum in "The Rough Lover" and supported Dorothy Phillips in "Broadway Love."

2—The rapidly moving melodramatic plot, which starts at San Francisco, crosses to a desert island, and then rushes back to San Francisco again.

3—The fact that the play was adopted from George Hull's well known magazine story "The Wrong Side of Paradise."

4—The picturesque scenes on the tropical island.

5—The fact that a portion of the story centers around San Francisco's famous Barbary Coast, often described as "the hell hole of all creation."

6—The fact that it was directed by Colin Campbell, who made "The Yellow Dog" and "The Spoilers."

Alfred Allen, who played the part of "Hell" Morgan, a Barbary Coast dive keeper, in "Hell Morgan's Girl," is seen as the proprietor of the same type of resort in "The Sea Flower," Juanita Hansen's first big Bluebird photoplay. Much of the action of this new play centers around San Francisco's notorious tenderloin that was. It will be shown at the ..... theatre .....

Advertising Display Lines

Junita Hansen, the world's most beautiful serial star, in her first big photodrama.

A fast moving story of international intrigue, of burning love and the dreams of an island maiden for a fairy prince.

Her fairy prince came in answer to her prayer, and then her foster father sold her for $500 to a brutal sea captain.

He was her fairy prince; she was the girl of his dreams.

"Brandy" Cain kidnapped the beautiful white girl, took her to a desert island, and then was about to sell her for $500 to a brute of a skipper.

See the star of "The Brass Bullet" in her first big Bluebird dramatic productions.

Her father found her in a Barbary Coast dance hall, where her husband had put her to work.

Wid sa
"It is not on
wonderfu
drama b
it's also
lightful com

As tantalizing as a Wink!

"FOR HUSB

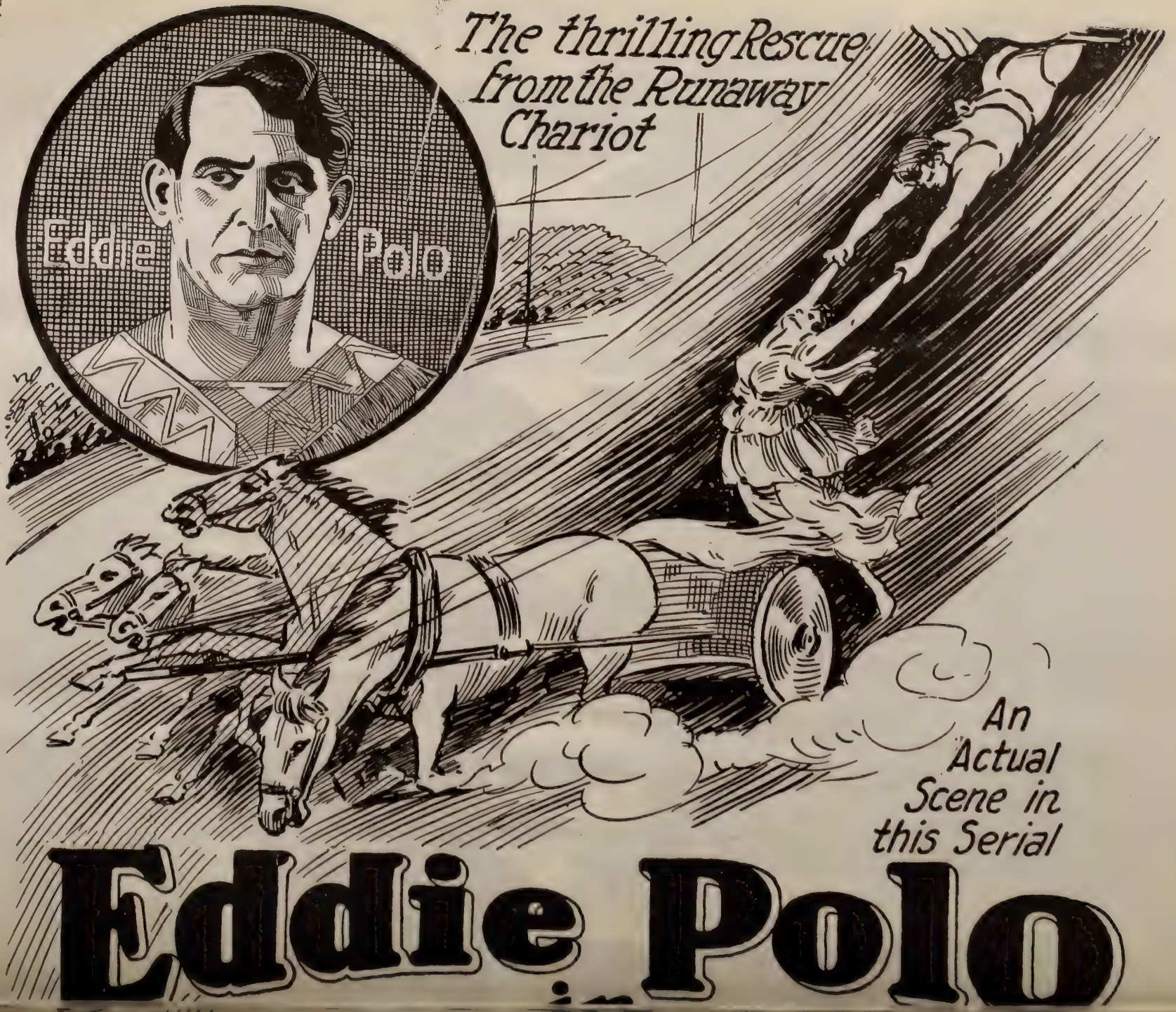
Starring
MILDRED HARRIS"

the dainty winsome heroine
of "THE PRICE of a GOOD TIME"
—& "THE DOCTOR and the WOMAN"

You cant guess the action
ten feet ahead!

NDS ONLY"

Produced by
LOIS
WEBER
-the Belasco of
—the Screen.


The thrilling Rescue from the Runaway Chariot
Eddie Polo
An Actual Scene in this Serial
Eddie Polo

The Lure of the Circus

By all odds - the greatest Film Show on Earth

A World Challenging Production—

The Most Stupendous Screen Serial—A New & Fascinating Feature Film In 18 Epochal Episodes

Bigger and more wonderful than any real circus, this premier serial was staged under the actual Big Tops of the world's greatest shows. All the lure and all the enticement—all the fascination of the sawdust ring—and the strongest plot ever conceived for a serial motion picture.

Stupendous stunts; fearless feats; death defying deeds; dashing dare-deviltry; mark the work of the brilliant star, Eddie Polo—the greatest chance-taker and thrill-maker in the serial world today. A never ending succession of scenes that make you fairly gasp for breath—that make you clutch the edge of your seat and shudder in sympathetic fear.

A tremendous story of big business crooks and honest men; the romance of a helpless and beautiful girl defying the robbers who took her fortune, seeking to earn a livelihood as a circus rider; the growing romance between hero and heroine; all staged in the alluring atmosphere of a great show—the most novel entertainment ever offered to patrons of the screen.

The actual scene depicted above challenges the world for comparison; Eddie's nerve-racking rescue of the agonized heroine from the runaway chariot. Never in all your life have you seen feats that equal Eddie Polo's perilous trip on a tight rope across a yawning chasm with a man on his back. Never have you seen such an exhibition of nerve as when Eddie drives an automobile through the frail rails of a bridge, and pitches headlong down to the deep waters with the heavy car.

Bigger than the Biggest Circus You Have Ever Seen

Within the Big Tops you will see a full and complete performance of a three-ring show. Graceful aerialists in the giant swing; ground and lofty tumbling; beautiful equestriennes on their costly high-schooled horses; Eddie Polo's prodigious feats of strength in his battle with an infuriated lion; grotesque, merry-making clowns—comical jesters in antics that will make you split your sides with laughter—YOU SIMPLY CANNOT MISS IT.

You won't enjoy it properly unless you bring the whole family. It is entertainment for all—from 8 to 80. Don't miss the first episode—after seeing that you can't stay away.

Book thru your nearest Universal Exchange, or communicate with the UNIVERSAL FILM MFG. COMPANY, Largest Film Manufacturing Company in the Universe, Carl Laemmle, President, 1600 Broadway, New York.

COMING

—the Girl the whole world wants to see

Mrs.

Charlie Chaplin

Mildred Harris

in a new and beautiful
LOIS WEBER
HEART DRAMA

"When a Girl Loves"

By her own right and by her marriage the biggest box-office attraction in the country today

RESERVE NOW!

JEWEL
Productions
1600 Broadway New York City

SYNOPSES OF "WOLVES OF THE RANGE," SCREEN MAGAZINE AND CURRENT EVENTS.

"Wolves of the Range"

Two-reel Western Drama.

CAST.

Bob Benton.....Lee Hill
Betty Frazier.....Helen Gibson
Joe Malone.....Leo Maloney
"Dad" Frazier.....Louis Fitzroy

JOE MALONE, leader of a band of border wolves, selects Bob Benton, a sheep-raiser, as their victim in a plot to obtain possession of his ranch. Benton defends himself with arms and sends to the Diamond K Ranch, which is the home of his sweetheart, Betty Frazier, for help. Betty's father refuses to do anything to help. Betty, taking her father's cowboys, rescues Bob. The bandits, recognizing that the rescuers are employed by Frazier, determine that Frazier shall be made to pay for his interference. Going to his ranch, the bandits steal many of his unbranded horses, and leave Frazier hanging by his thumbs. Frazier is rescued by Bob and Betty, and denounces Bob as the cause of all his trouble and loss. Bob realizes that he must force Frazier to change his opinion of him and determines to go after the bandits and regain the stolen horses.

Frazier refuses to allow any of his men to go with him. Bob takes up the chase alone. Betty sends some of the cowboys for the sheriff. Fearing for Bob's safety, she decides, however, not to wait until the sheriff comes, and starts out to follow Bob. Bob captures one of the bandits, but he, in turn, is made prisoner. After a series of exciting events and stunts, Betty is also captured. The arrival of the sheriff and Frazier and the posse prevents the murder of Bob. Betty escapes and returns to the shack to find that Bob has also made his escape. She saves his life by killing a bandit. The sheriff makes Frazier realize that Bob has really been responsible for the capture of the gang and for the return of the stolen horses. and is a very desirable son-in-law.

Screen Magazine, No. 97

IN Screen Magazine No. 97, the following will be seen in a most interesting and entertaining manner:

Under the heading "From Reservation to Civilization"; Uncle Sam spares no expense in giving her Indian boys and girls good practical education at Carlisle and turning them out useful and patriotic citizens. "New Honors for Black Jack": Mrs. M. T. Huckley, a 76-year-old patriot of Chicago, wants Pershing to be reminded —even at night—of the love and admiration of his countrymen, so she's made him a wonderful silk quilt. Animated Interview with Guy Bates Post: "After entertaining you all winter, I entertain myself in the summer by getting back to nature," says the famous actor. "Chaperoning Our Fighters": Where do we go from here, Boys? The cry of the "gob" and the "doughboy" is answered when they hit the big town, for they are all provided with food, shelter and entertainment, and some fun!

Some of the well known newspapers contribute clippings popularizing Ex-Billy, only we call it "Wallops for Bill Hohenzollern.

Our famous sculptor, Willie Hopkins, leaves the crowd smiling with his miracles in mud, entitled "Spelling Defeat."

Current Events, No. 83

Wounded "Tommies" Visit Famous Seat of Learning.—Heroes of many battles find life "one sweet song" in "blighty" after the horrors of the great war.—*Windsor, England.*

Sub-titles.—"Tommy" would rather have a chew of cut-plug, but he's too polite to refuse the candy. "Tommy's" idea of bliss. At Eton College the boys are received by members of the faculty and the students in the "top hats" and Eton jackets the university has made world-famous. No. They're not cheering King George. They're "spoofing" the cameraman. "Tommy" learned at the front to appreciate good eats. Now for a bit of a joy-ride! Eh, what?

Uncle Sam has New Navy of the Air.—Great bombing planes are now a part of the Naval Aviation Service and will be used for the defense of our lengthy coast lines.—*Washington, D. C.*

Sub-title.—Putting the bombs in place.

President and Peace Party on Army Transport Leave for Versailles Council.—While thousands line the shores of the Hudson to bid him God-speed, President Wilson and America's delegates sail on the U. S. S. George Washington under escort of torpedo boat destroyers.—*Hoboken, N. J.*

Sub-titles.—On the bridge of the George Washington the President and his party wave farewell to America. Guns that will guard the life of the President, and they will be supplemented by the mighty weapons of the dreadnought Pennsylvania! Miss Liberty bids farewell to the champion of liberty. Swift destroyers form part of the Presidential convoy. A naval airplane accompanies the George Washington to sea. GOOD-BY, MR. WILSON! GOOD LUCK!

American Red Cross Helps Yankees and French Alike.—"Greatest mother of them all" is a mother to our own boys and a loving aunt to the brave poilus, as witness the efforts of the Smith College unit leaving Paris for the Argonne Forest when the fighting was fiercest there.

Sub-titles.—More than 1,400 Red Cross canteens such as this one cared for our fighting lads, and will continue to care for them during the period of demobilization. Poilu, French colonel, British and Yanks all receive the same treatment from the Red Cross. "I summon you to the comradeship!" was the call of President Wilson. Now is your chance. Enroll in the American Red Cross. Get a membership button. There is still much work to be done.

With Pershing's Victors!—Remarkable motion pictures made in France by United States Signal Corps photographers, showing the last drive of the Americans in force. Released through the Committee on Public Information.

Sub-titles.—Hun Lines Crumbled Like Egg-shells Before Yankees!—Pinching in the famous St. Mihiel salient, supposedly impregnable, was so successfully accomplished by Pershing's husky boys that at times the field artillery was hard put to keep up with the infantry.—*With the American Armies in the Field.*

Sub-titles.—Under long-range bombardment by the enemy, Battery D, Field Artillery, calmly goes about the job of digging gun emplacements. Pontoon bridges thrown across the Meuse under German fire remain as monuments to the skill of American military engineers. Part of the "impregnable" St. Mihiel salent—German dugouts captured by the Yanks. "Like taking candy from a kid," was the way the gallant victors explained the capture of these German machine guns. A French "blimp" or observation balloon, operating with American artillery, moves into position for a flight. President Poincare and Mrs. Poincare visiting St. Mihiel a few hours after its capture by the Yanks are presented with a bouquet by a "kiddie" who spent most of her tender years under the rule of the Huns. While back in "merrie England," now really merry for the first time in four years. Admiral Sims, commanding the American fleet, holds a conference with King George regarding the surrender of the German navy. And in Italy King Victor's courageous troops stand at salute before the American consulate in a border town while the boys from the great republic of the west march past.

Cartoon by Leslie Elton, "Oh, Death, Where is Thy Sting!"

NOW-
"CRASHING
TO

with their Minds at ease, ~ show your Patrons this mighty History of the War:

THROUGH BERLIN"

All the Drama of the War without the Horrors

DO you get that line? "All the Drama of the War Without the Horrors." That's why "CRASHING THROUGH TO BERLIN" will be drawing and pleasing years after the last horror-play has disappeared from the screen. Because people spread it around that here is a mighty spectacle which they can see with no fear of unhappy thoughts—simply drama and history and the figures of the world's greatest men and the most colossal events through four years on all the fighting fronts and—don't forget this—our own boys pounding the Hun into submission, with up-to-the-last-minute scenes that will set your people wild with joy and enthusiasm. Book this mighty spectacle and advertise it as it deserves. You'll make money.

JEWEL Productions INC
1600 Broadway. New York City

IT'S timely—it's funny—there's money in it. That's why it's an L-KO. That's why "WORK OR FIGHT" means laugh or bust, rain or shine, deaf, dumb or blind. Book it now. The laughing's mighty good today.

Book thru your nearest Universal Exchange, or communicate with the UNIVERSAL FILM MFG. CO., Largest Film Mfg. Company in the Universe, Carl Laemmle, President, 1600 Broadway, New York.

SYNOPSES OF "WORK OR FIGHT," "SWAT THE FLIRT," "OVER THE RHINE WITH CHARLIE," "LURE OF THE CIRCUS" AND ANIMATED WEEKLY.

"Work or Fight"

L-Ko Two-reel Comedy.
(Copyright 1918, L-Ko Motion Picture Ko.)
CAST.

Harry Gribbon — **Who can't work or fight**
May Emory — **His wife who can do both**
James Donnelly — **An exemption officer**
Eva Novak — **His young wife**
Harry Mann — **A physical enigma**

HARRY GRIBBON has been exempted from military service due to pretended deafness on his part. His wife, May Emory, takes in washing, does the chores, takes care of the children and does other little sundries around the house. Finally the "Work or Fight" ordinance is put into effect and Gribbon has to find a job. He lands plnety of them but is unable to hold any. Finally he and Harry Mann, who has also been exempted, after trying numerous times to enlist but being rejected on account of physical disability, secure employment in an overcrowded hotel. Here many things happen as there are not enough accommodations for the crowd and people are sleeping in the elevators, on the roof, etc. Finally, after many vain attempts, Harry Gribbon succeeds in getting into the U. S. Army.

"Swat the Flirt"

Lyons-Moran Star Comedy.
CAST.

Lee Wilson — **Lee Moran**
His Wife — **Peggy Pierce**
Eddie Strong — **Eddie Lyons**
His Wife — **Dorothy De Vore**

LEE WILSON and his wife come to town. They separate to meet later by agreement.

Mrs. Wilson is met by Eddie Strong and Eddie tries to flirt with her, to be turned down flat. Mrs. Wilson comes up town and meets an old friend, Mrs. Strong.

Eddie meets Lee afterward. Lee discovers Mrs. Strong and tries to flirt with her. She is indignant.

Mrs. Strong invites Mrs. Wilson home with her. The two women have never seen each other's husband.

Eddie and Lee get into Ed's house and Ed says they will surprise the wife. Mrs. Strong sees Lee in the house and recognizes him as the man who insulted her. Mrs. Wilson sees Ed and recognizes him as the man who insulted her. Mrs. Strong tells Ed and they go out looking for the man who insulted the woman.

In reality, Ed and Lee are hunting each other. They finally come together in a clinch and are bawled out by their wives. Ed explains it by telling them it is all a joke and they are forgiven.

"Over the Rhine with Charlie"

Pat Sullivan Cartoon—One reel.

WHEN Pat Sullivan drew the cartoon "How Charlie Captured the Kaiser" he opened up a new field for comedy of the pen. In this new cartoon he has cinched the comedy and also the Kaiser by putting on the climax of mirth in the manner of the comedian's journey to Berlin and his remarkable experiences there.

"The Lure of the Circus"

ANDY, who is on horseback, meets Eddie as he swims ashore. They find no trace of Dan and start back to the circus.

Nan learns from a detective whom she has employed, that her cousin is working with the circus under the name of Alice Page and is unaware of her identity. When Nan tells this to Reynolds he asks her to inform Alice of her parentage but not to come to Mason's house until he sends for her.

Meanwhile Alice is given a chance to take Nan's place in the balloon horse act. Fanchon, who has been promised the first chance at the act, is jealous and wrecks the rigging after having changed the position of tse flares on the platform so that when the draperies catch fire, it is impossible to lower the platform.

Eddie is doing his trapeze act and swings to the burning platform and rescues Alice.

Nan arrives just after the accident and tells Alice who she is. Van Norman also hears the news and tries to interest Alice in himself.

Eddie is called to look after a shipment of animals. Bosco, whom Eddie knocks down for not looking over the rigging for the balloon horse act and thus preventing the accident, locks him in the wagon and then pushes a stick through one of the air holes in the wagon and knocks over a box containing a leopard. The frightened animal leaps at Eddie and the fight seems hopeless as they roll on the floor.

Animated Weekly,

No. 53.

England Builds Concrete Ships for Peace Trade.—A cargo carrier of "stone," one of many now under construction in British yards, takes the water like the proverbial duck.—*Somewhere in England.*

Sub-title.—Ready to carry the Union Jack wherever trade demands.

Hee! Haw! Army Mules Win Horse-show Honors!—Doughboy's famous four-legged pals overcome their stubborn disposition and learn to take hurdles like blue-ribbon thoroughbreds.—*Camp Upton, Long Island.*

Sub-titles.—Even the prima-donna-like temperament of a mule breaks down before army discipline. The social elite of the army is represented in the "boxes." "General Cussedness" winner of the first prize.

First Victorious Yanks Return!—Nearly 4,000 shouting, laughing, jubilant heroes in khaki crowd the decks of the giant transport Mauretania to catch the first glimpse of the beloved shores of "God's Country!"—*New York City.*

Sub-titles.—The familiar figure of liberty has taken on a new meaning to these boys. They fought for liberty, some died for liberty, but thank God, they won it! And liberty still enlightens the world! "WHEN DO WE EAT?" "There's no place like home!" And they didn't come back 'till it was over, over there! Gee! But it's good to see an American girl again! Can you blame him? Well, judge for yourself. Boarding the ferry to be conveyed to Camp Mills and undergo a short period of quarantine. In behalf of New England, Boston welcomes home Major-General Edwards, the hero-general who commanded the 26th Division of New England troops through all of the fierce fighting in which the 26th covered itself with glory. Entering the State House for a visit to Governor McCall. Left to right: Governor McCall, General Edwards and Governor-elect Calvin Coolidge.

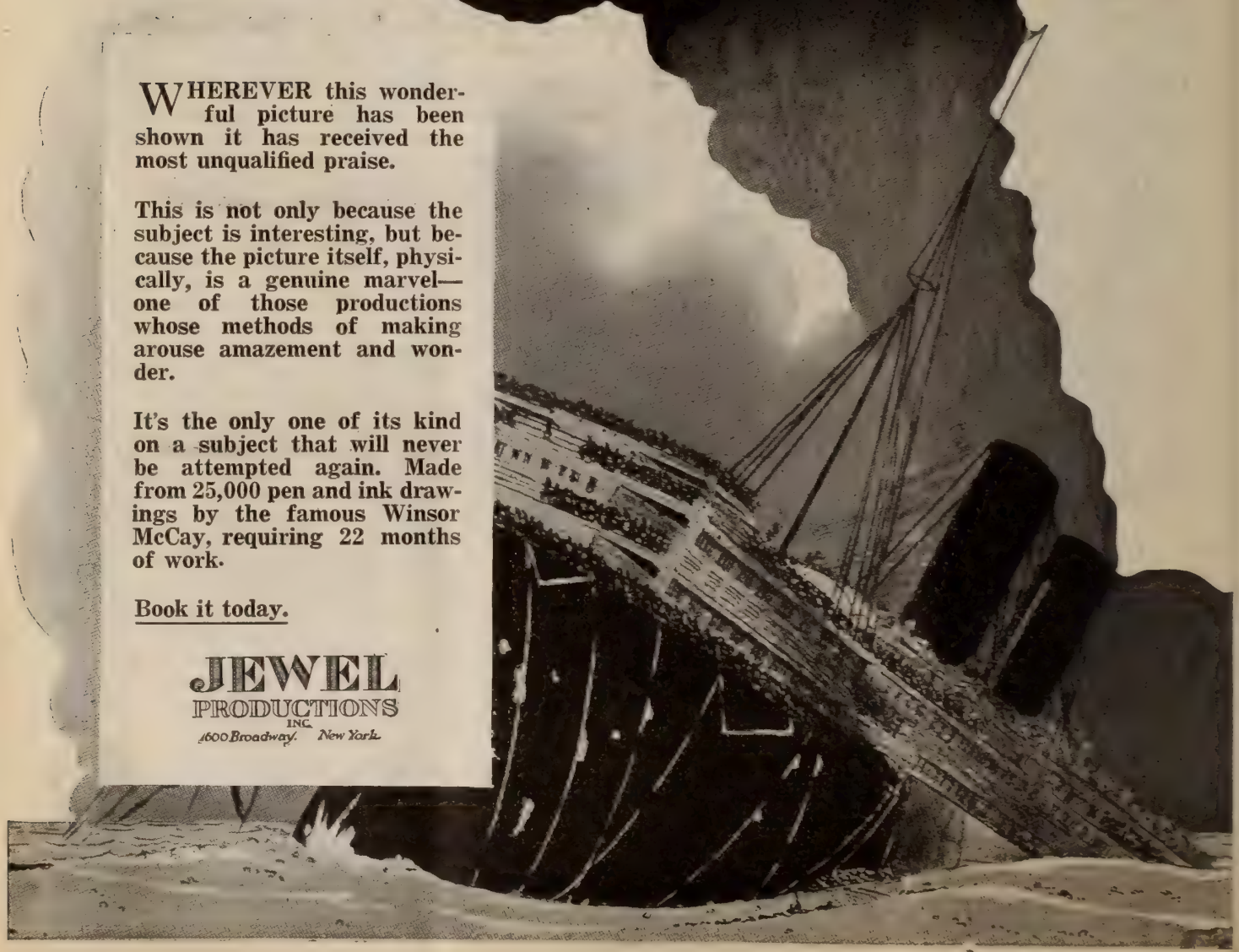
America's Winged Warriors!—The third instalment of a series of remarkable motion pictures illustrating the development of Uncle Sam's stupendous aerial program made by a Universal staff photographer by special arrangement with the United States Department of Military Aeronautics.

Sub-titles.—Aerial photography is a difficult art and one of the most dangerous of occupations in time of war. The Animated Weekly staff photographer is here shown about to ascend for a flight over Fort Worth Tex.

Cartoon by Hy Mayer, World-famous Caricaturist. "Wanted, a Doctor."

"THE SINKING OF THE LUSITANIA"

Winsor McCay's Blood Stirring penpicture of the blackest... crime of all history.....



WHEREVER this wonderful picture has been shown it has received the most unqualified praise.

This is not only because the subject is interesting, but because the picture itself, physically, is a genuine marvel—one of those productions whose methods of making arouse amazement and wonder.

It's the only one of its kind on a subject that will never be attempted again. Made from 25,000 pen and ink drawings by the famous Winsor McCay, requiring 22 months of work.

Book it today.

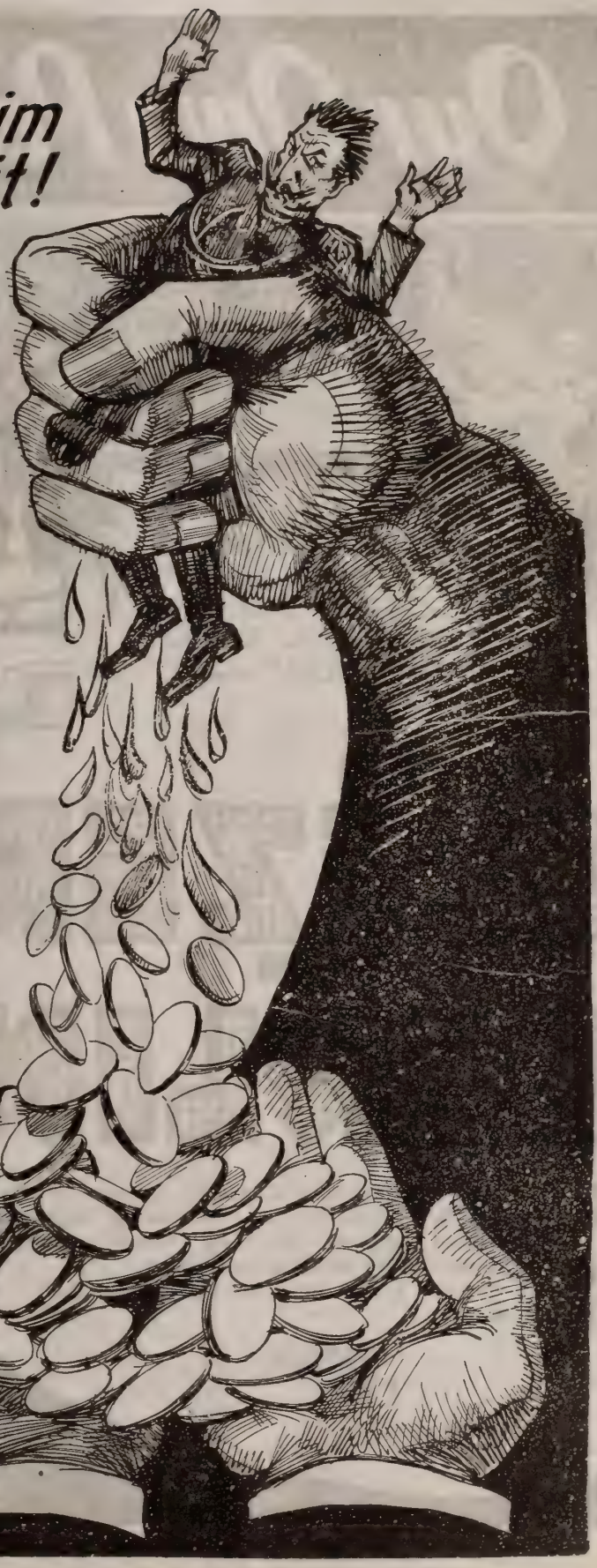
JEWEL PRODUCTIONS INC.
1600 Broadway. New York

EXHIBITORS—

Squeeze him to the limit!

THE KAISER

The Beast of Berlin



THE Allies are giving you worlds of advertising in their present discussion of what to do with the ex-kaiser. More advertising will come daily from the Peace Conference. What mightier tip have you ever had to play it if you haven't played it as yet and to—

REPEAT IT

and Clean Up Again

—if you have already played it. Hundreds of Exhibitors have made a small fortune with "THE KAISER, THE BEAST OF BERLIN," and hundreds more are doing it THIS MINUTE. Get busy. Get a piece of this easy money. Get in touch at once with your nearest Jewel Exchange.

JEWEL Productions Inc.
1600 Broadway, New York City

Our Own Peace Terms with

"WE THE EXHIBITORS OF AMERICA SENTENCE THE GEEZER OF BERLIN TO KEEP ON JAMMING OUR HOUSES TILL THE COWS COME HOME"

"THE GEEZER OF BERLIN"

EVER since the first day of release, this great travesty on "The KAISER, the Beast of Berlin," has been an unqualified laughing hit. The reason is that its fun is genuine and its staging magnificent.
Play it now—it's the most timely comedy you can put on.

JEWEL Productions, Inc.
1600 Broadway New York City

The Moving Picture Weekly

Christmas Number

MONROE SALISBURY

in

"The Light Of Victory"

DECEMBER 28, 1918
VOL. 7, NO. 19

SHE loved him—and she believed him—and you would have done the same if you'd been reared alone on an island, with only the birds and friendly woods animals for companions. If you like beautiful love stories come see bewitching Violet Mersereau play true to life in the charming picture "THE NATURE GIRL."

YOUR THEATRE NAME HERE

Use This Ad And Watch It Pull

T. C. Cut No. 53, Mat 20c.

THERE'S nothing that pulls quite as well as an advertisement of a love scene. It's the standard appeal that nothing can ever beat, and when it's tied up with an actress so universally known for her "heart" pictures as bewitching Violet Mersereau such an ad has just that much more pulling power. Get a mat of this attractive ad from your nearest Bluebird Exchange for 20c., or communicate with BLUEBIRD Photoplays, Inc., 1600 Broadway, New York.

Around the CLOCK
Bringing You a Shower of Gold
with the MARINES
Around the Clock with the SAILOR
Around the Clock with the ROOKIE
Y. M. C. A

Three Shots and Three Bulls-eyes!

FOR absolute bull-eye's you can't do any better than these three great Y. M. C. A. pictures. The reason is that people still want to know all our wonderful men have done, and where they once went to wonder they now go to stamp and applaud and cheer. And the Y. M. C. A. will help crowd your house for you bigger than ever before. Play one—play all—play them in quick succession. Here they are—SHOOT!

"AROUND THE CLOCK WITH THE *MARINES*

"AROUND THE CLOCK WITH THE *ROOKIE*

"AROUND THE CLOCK WITH THE *SAILOR*

Book them today for sure pleasure and profit. They're real entertainment.

Book thru your nearest Universal Exchange, or communicate with the UNIVERSAL FILM MFG. CO., Largest Film Mfg. Co. in the Universe, Carl Laemmle, President, 1600 Broadway, New York.

No Matter what you've booked or paid for —

Get this in!

Extra!

EXTRA! EXTRA! EXTRA! The first OFFICIAL motion pictures of the greatest historical naval event in the entire world's history . . . "THE SURRENDER OF THE GERMAN FLEET." Remember these are the

OFFICIAL PICTURES

—showing every detail of this colossal historical event. See the German fleet that menaced the world. See the German officers whose arrogance has been broken forever. See the biggest motion pictures of the most tremendous naval event in the history of man.

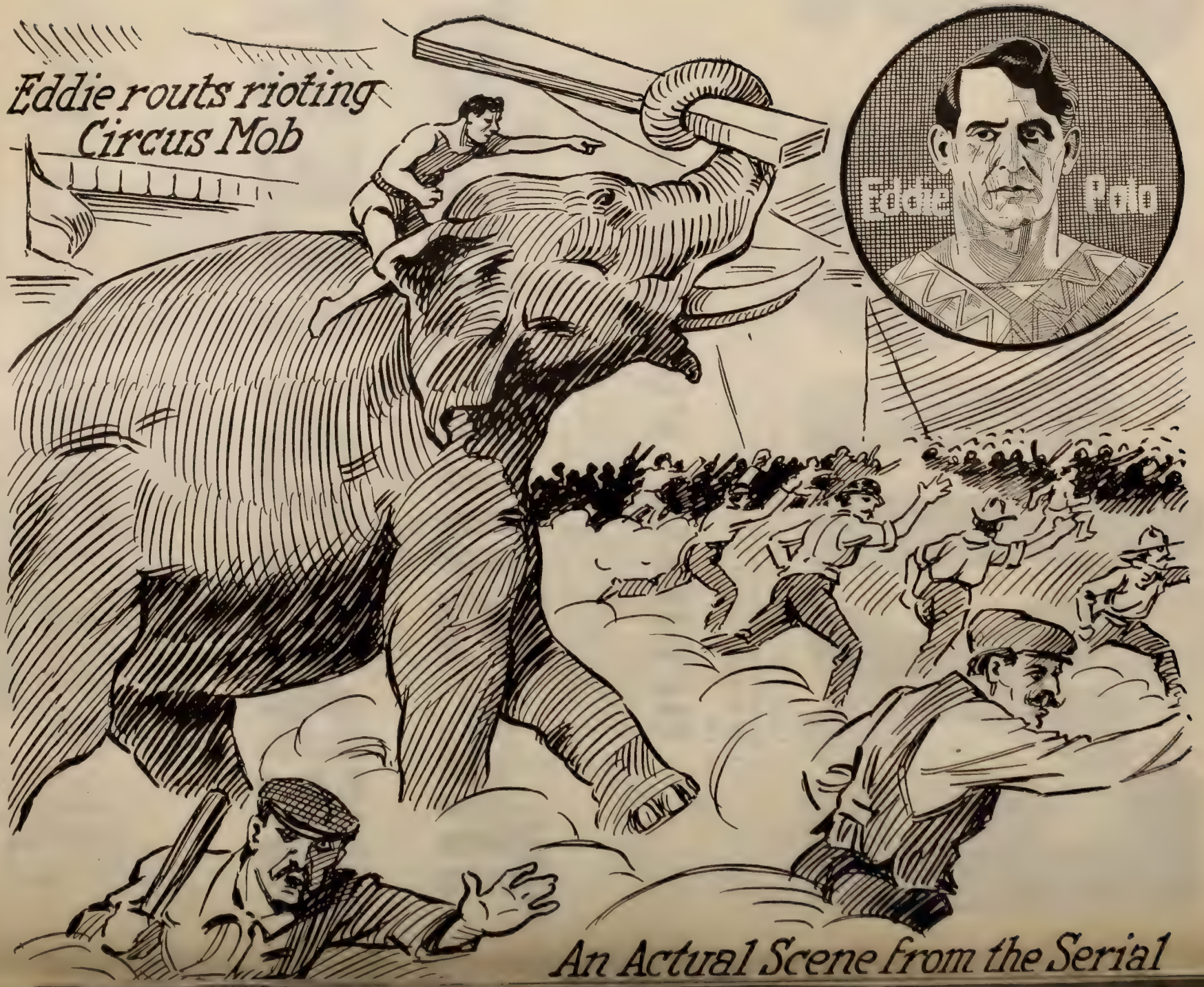
The Surrender of the GERMAN FLEET

Entire German fleet, with British escort, Close-ups of the entire German U-boat flotilla with crews, with battleship "New York" bringing up the rear of the flotilla parade. Monster reception scenes of King George—Admirals Beatty—Sims—Rodman and the Prince of Wales. Close-up views of these and other great men. Without a single doubt, the most wonderful historical picture ever taken. WIRE your nearest Universal Exchange for booking or reservation for this amazing special release that will pour a stream of gold into your house.

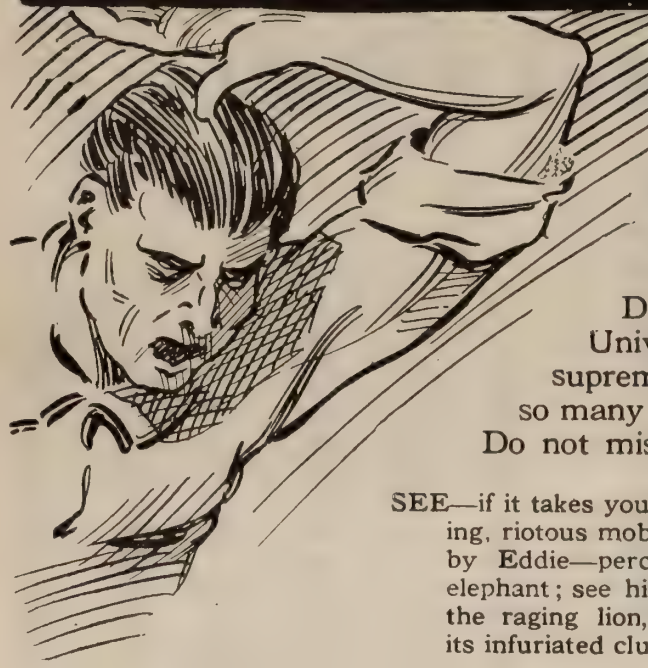
JEWEL PRODUCTIONS

INCORPORATED

Executive Offices. 1600 Broadway. New York City


Eddie routs rioting Circus Mob
An Actual Scene from the Serial

Eddie Polo in The Lure of the Circus



By all odds - the greatest Film Show on Earth.

18 Episodes of Tremendous Thrills

Daring, Dashing, Fearless Eddie Polo—the Premier Thrill Maker of the Universe—has surpassed his own amazing record as a chance-taker in this supreme Serial Production. Never in the history of the people's entertainment have so many hair-breadth and death-defying "stunts" been assembled in a single picture. Do not miss a single episode.

SEE—if it takes your last penny—the seething, surging, riotous mob driven from the circus grounds by Eddie—perched on the back of a maddened elephant; see his unequalled death grapple with the raging lion, as he rescues the heroine from its infuriated clutches.

SEE the fascinating drama of love and life, staged under the flaming banners of the spreading Big Tops; the strongest and most fascinating, most alluring story of romance, big business, adventure, crooks and honest men, ever staged before the eye of a camera.

Book thru your nearest Universal Exchange, or communicate with the

UNIVERSAL FILM MANUFACTURING COMPANY,

Carl Laemmle, President,

1600 Broadway, New York.

Fine Pictures You Have Missed

BELOW is a list of the very best Universal Special Attractions we have made since last April. If you have missed the finest pictures that brains and money can make; you have missed pictures which have made a great deal of money for other exhibitors. Every picture on this list has stood the acid test of being shown to the most discriminating audiences in America. One or two pictures which have not stood the test so well, HAVE BEEN OMITTED FROM THIS LIST.

We Guarantee Every One

April 8th.
"THE RISKY ROAD."

May 20th.
"THE BRIDE'S AWAKENING."

June 3d.
"THE MODEL'S CONFESSION."

July 1st.
"HELL BENT."

July 15th.
"HER BODY IN BOND."

July 29th.
"THE MORTGAGED WIFE."

Aug. 26th.
"BREAD."

Sept. 9th.
"MODERN LOVE."

Sept. 23d.
"THE TALK OF THE TOWN."

Oct. 7th.
"THREE MOUNTED MEN."

Nov. 18th.
"KISS OR KILL."

Dec. 2d.
"THE VANITY POOL."

Dec. 16th.
"DANGER, GO SLOW."

Their Christmases

Being Advance Dope on How the Stars at Universal City will Enjoy the Yuletide of 1918.

THERE is a popular impression that moving picture stars are so busy it is impossible for them to fittingly celebrate Christmas. Such is not the case, however, at Universal City. All of the stars have made elaborate preparations for spending Christmas in the most congenial and homelike atmosphere possible.

Two of them are away from the studio for the time being—Dorothy Phillips and Mae Murray. Miss Phillips, accompanied by her husband, Allen Holubar, having completed her appearance in Mr. Holubar's most pretentious and spectacular play, "The Heart of Humanity," has just arrived in New York City, and will witness the opening of "The Heart of Humanity" at the Broadway Theater before they return. December 22 has been set at the momentous day for this opening. As soon as the excitement attendant thereupon has somewhat subsided they will go to Mrs. Holubar's home in Baltimore, where she was born and brought up, and where the Holubars will have Christmas dinner with her parents. It will be the first one she has spent there for three years, having been at Universal City continuously during that time.

Mae Murray, who has been working at fever heat to complete five features so that her absence would not hold up the constant succession of Mae Murray pictures, is also in New York City. The features which are entitled "Danger, Go Slow," "What Am I Bid," "The Scarlet Strain," "The Big Little Person," "Kitty, Mind Your Feet," are being sent to New York as they reach the final form from the cuting department. Miss Murray will also have a home Christmas with her people in New York.

Two Universal City actors are fortunate enough to own ranches near the studio, and each of them will stage his Christmas celebration at home. Harry Carey owns a ranch at Newhall and intends to entertain his famous troupe of cowboys, who have appeared with him in "Three Mounted Men," "Roped," "Boiling Over," "Riders of Vengeance" at a huge turkey barbecue. Carey has also permitted the cowboys to invite their friends to the barbecue, and they expect to have the time of their cowboy lives.

Monroe Salisbury is the other fortunate ranch owner, and his ranch is located at Hemmet in the Soboda Indian country. Salisbury has become a great admirer of this tribe of Indians, and their mutual friendship dates from Salisbury's first experience in pictures when he played Allessandro in "Ramona." Turkey is no stranger to these Indians, but just the same Mr. Salisbury has invited them to a Christmas celebration with turkey as the "piece de resistance," and turkey prepared in such a way that he anticipates the Indians will remember the Christmas of 1918 for a long time.

Several members of the Soboda tribe appeared with Salisbury in "The Red, Red Heart," which was staged in the desert just east of Hemmet. Several of them camouflaged as South Sea Islanders appeared also in "The Light of Victory" and in the forthcoming Bluebird, "The Mysterious Millionaire," which is ensconsed in a piratical setting. Several others will be recognized only by those discerning individuals who make a business of unravelling disguise.

Priscilla Dean intends to combine her mania for motoring with a desire which she has cherished for three years—to spend a Christmas at the famous Glenwood Inn in Riverside, for the express purpose of hearing the wonderful Christmas carols, which are played on a pipe organ there as the principal feature of every Glendale Christmas. Priscilla's mamma and two interesting invited guests will accompany her. She chooses this form of celebration to several others which had been proposed to her. One was a dinner to the police reporters of Los Angeles, who had accepted her invitation to an experience dinner a few weeks ago. This dinner was held in order to permit Priscilla to obtain a lot of the information about crooks and their habits, particularly lady crooks. This information she used in "The Silk Lined Burglar," which is one of the most interesting character plays which she has ever made.

William Stowell, who has just finished his work in support of Mildred Harris in "When a Girl Loves," thinks he is entitled to a Christmas, which will be somewhat in keeping with the defiant and unregenerate character which he played in that film. He plans to spend the holidays in a mountain cabin in Northern California, where he is going to be absolutely certain to have snow. Anything but a white Christmas seems like a sacrilege to Stowell, and come what will he intends to have snow and as much of it as possible. Stowell was rather amused the other day at the request of an editor of an eminent fan journal for some photographs of him taken "in the bosom of his family." Inasmuch as Stowell is a bachelor, and a confirmed one, he has found it very difficult to comply with this innocent request.

Edith Roberts has just started on a story whose provisional title is "Cherries Are Ripe," by the late Paul West and Maximilian Foster. The leading character in the story is Kitty Dillingham, a frisky young matron, whose fondness for maraschino cherries is rapidly impoverishing her husband. Now, it just happens that Edith has no love whatever for maraschino cherries, either in Manhattans or in films, but at her Christmas dinner at the attractive little bungalow, where she and her mother lives, in Hollywood, she is going to do penance by eating as many of them as possible. She does not anticipate any backwardness, however, on the part of the half dozen naval aviators whom she has invited to be her guests.

(*Continued on page* 15.)

Mrs. Charlie Chaplin the former Mildred Harris, star of the Jewel Productions under Lois Weber's direction, refuses to say how she is going to spend her first married Christmas but does not deny that, it is to be with her husband. "No" she indignantly denies "There will be no pies."

THE MOVING PICTURE WEEKLY
A MAGAZINE FOR MOTION PICTURE EXHIBITORS
Published Weekly by the MOVING PICTURE WEEKLY PUB. CO.
1600 BROADWAY, NEW YORK CITY
PAUL GULICK, *Editor* JOE BRANDT, *Bus. Mgr*
(Copyright 1918, Universal Film Mfg. Co. All Rights Reserved)
Vol. 7. DECEMBER 28, 1918. No. 19

"The Surrender of the German Fleet" Booked Solid in New York City

THIRTY-TWO PRINTS, WHICH WAS ALL THE NEW YORK JEWEL EXCHANGE COULD GET, WORKING WITHOUT A BREAK FOR EIGHT DAYS AND SEVERAL BOOKINGS HANDED TO COMPETITOR.

By this time thousands and thousands of people have seen Jewel's wonderful picture, "The Surrender of the German Fleet," but the mere announcement of that film, wonderful as it is, is much more interesting when one knows the details back of the announcement. The wonderful cooperation necessary to put out the immense number of prints required to cover the entire country in the fourteen hours which was allotted to the work is a credit to any company and constitutes a piece of work which very few motion picture companies could possibly carry through or even undertake.

The negative of the "Surrender of the German Fleet" was received in the Jewel office at 4:30 Thursday afternoon. This was before the ship which brought it over docked, and the ingenuity which got the film that far so fast will have to remain censored. But from that time on there is no reason why the process through which it passed should not be disclosed. It was shown in the projection room to the entire publicity, advertising and sales force and half an hour later the titles were all written and their place in the negative indicated. The titles were then set up and photographed and the printing of the titles carried on simultaneously with the printing of the photographic positives. Then the picture and the titles had to be assembled and cut in, the films in their final shape inspected and shot to the various exchanges. The Universal gained one whole day and possibly two by sending the prints destined for the Far West to Chicago with a messenger who dispatched them there without the necessity of their going through ordinary express channels. Every print was on its way at five o'clock on Friday morning.

How other exchanges fared on their marketing of this picture cannot be told at this early date but the work of the New York Jewel Exchange may be summed up as follows:

G. A. Metzger, when he realized what a tremendous beat this single reel picture promised to be, called together his salesmen. Only three of them were available at five o'clock on Thursday, but these three he sent out in taxicabs to as many theatres as they could cover between five o'clock and closing time. On Friday morning, however, at ten o'clock, he borrowed the eighteen salesmen of the Universal Exchange. With his own six this made a force of twenty-four. He divided the metropolitan theatres among these twenty-four salesmen giving each man twenty-five theatres to cover. The result was that before Friday night the entire U B O circuit of two-a-day houses in Greater New York were booked solid and the thirty-two prints assigned to this territory were booked solid for eight days. In fact, Mr. Metzger assigned to a competitor several booking dates which he was unable to cover because he did not have enough prints.

COMMUNICATIONS FROM CARTER.

Linguistic sergeant wishes Universal Bunch a Merry Christmas, and hopes to be back soon. Hope expressed in French.

JUST because he was thinking about home, peace, Christmas and all that, Lou Carter, or rather—Sergt. T. L. Carter: Motor Truck Co. No. 323, Motor Supply Train No. 406, Base Section No. 1 S O S, A P O No. 701 Am. Ex. Forces, France—writes to wish Nat Rothstein, Carl Laemmle, Joe Brandt, P. A. Powers, R. H. Cochrane and the entire big U bunch a very Merry Christmas and a Happy New Year. But we could not let Lou get away without giving you an impression of what we gleaned from his interesting letter. Here are a few sentences taken at random from it. We would not dare to print the entire letter:

"You will certainly have to overlook the margin space and a few other mistakes in this letter, but then I don't think anybody gives a darn now that 'La Guerre fini' (just a little French, but I tell you, Nat, I am getting nasty the way I throw this Frog language at times). The attitude of every one over here now is 'Home, Home, Home.' Well, I will not eat this Christmas dinner at home with my family but I am sure I will eat the one after with them—Dieu, I certainly hope so (more Frog stuff) as this coming one will be the second that I have spent away from them and two Christmas dinners away from them is more than a plenty.

Well, Nat, you should have been here on November 11 at 11 o'clock A. M. when the armistice was signed. All the Frogs and about two-thirds of the Americans, including what Britishers there were here, well, they all got Beaucoup ZigZag, meaning in English, that they all got darn good and pie-eyed. You see, Nat, that was just a little more Frog. We all made all the noise that we could, all the bands were playing, we had parades and the French people from the balconies threw flowers down upon us and we had all the flags of the Allies and, take it from me, Old Glory was well represented, as every Frog over here has an Old Glory in his house.

Well, Nat, I must close as I have got to get on the job again. Now let me hear from you toute de suite (more Frog, meaning P D Q).

Ever your sincere friend,

LOU."

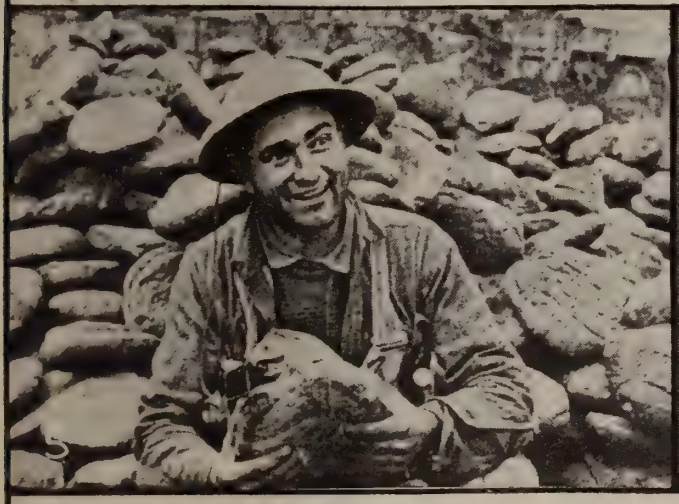
SCENES FROM CURRENT EVENTS NO. 84

A. C. Bedford, of Standard Oil fame, and J. C. Manns, Executive Director of the Congress of Chambers of Commerce, recently held at Atlantic City.

His Imperial Highness, Prince Yorihito Higashi Fushima, cousin of the Mikado, is received in Washington by Vice-President Marshall.

Elsie Janis, one of the most appreciated entertainers back of the lines, has often played to an accompaniment of Whizz Bangs.

Traveling entertainers set down their piano almost in sight of the German lines during the last days of the war.



Hungry Doughboy, illustrating this nickname of the American Infantrymen. He is surrounded with dough.

London went mad with joy as the armistice was announced. These two soldiers have cast characteristic British reserve to the winds.

Monroe Salisbury

Master of Histrionic Emotion in

A Story of a Man whose Soul was Saved by the Call of his Country

"The LIGHT OF VICTORY"

A drama of tensest emotion, superbly acted and staged to perfection. A climax that's a pictorial wonder.

BLUEBIRD PHOTOPLAYS Inc.
1600 Broadway, N.Y.

An Open Letter to

MR. FRANK L. NEWMAN

KANSAS CITY, MO.

MY DEAR MR. NEWMAN:—

I believe that you agree with me when I say that the day of footage in feature pictures is a thing of the past. I believe you will also agree that the people are becoming more critical in their tastes and desires for finer feature productions.

As one of the premier showmen of America, your opinion of these matters will be of great value to me, for, catering to a high class clientele as you do, you are in a position to know precisely what quality of pictures the average public likes best.

I ask for your opinion, because I regard it highly, and because your opinion will be the best kind of a boost for our UNIVERSAL SPECIAL ATTRACTIONS.

I have received letters from some of the biggest Exhibitors in the trade, telling me that if we keep up the high quality of our UNIVERSAL SPECIAL ATTRACTIONS as we have in the past many months, these productions will top the entire world's market.

We are making pictures with one sole thought in view, i. e., the public's supreme entertainment.

Entertainment is our business and your business, and upon the character and quality of that entertainment depends your success and our success.

That's why I direct your attention to our latest UNIVERSAL SPECIAL ATTRACTIONS.

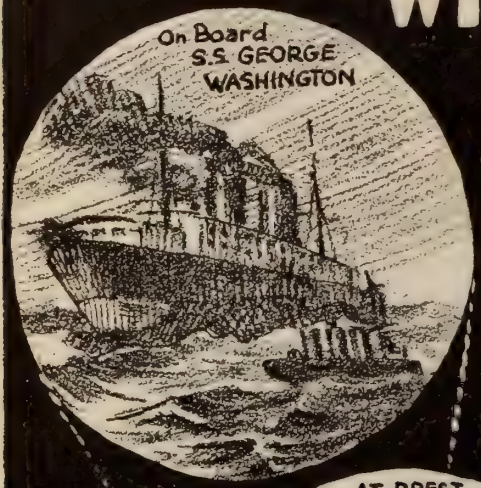
I ask you as a personal favor to me to call at 214 E. 12th St., your city, where I have already arranged with our Mgr., Mr. Milton Field, to give you a strictly private exhibition of our latest UNIVERSAL SPECIAL ATTRACTION releases, so that you may see how we have brought these pictures up to a high standard of quality.

These are the productions that will make money for you. These are the productions I ask you to book and exhibit, knowing that, having made money for many of the largest and finest theatres in this country, they will do the same for you.

Cordially yours,

Carl Laemmle

Follow the President thru with the Expert Camera



The Hearst

They Will Pack Your Theatre TO CAPACITY

MILLIONS of people are awaiting with eagerness the wonderful news pictures of President Wilson's dramatic trip to Europe. The value of these pictures will be incalculable, be cause the newspapers of Americ are daily publishing front pag news of this world's most sig nificant event. That guarantee you capacity houses.

Historic Scenes Newsmen of

NEWS

Wire Your Nearest Universal Exchange

Waste no time. Wire your nearest Universal Exchange for contract booking on THE HEARST NEWS--SCREEN TELEGRAM and UNIVERSAL CURRENT EVENTS. Get all these coming wonderful news pictures. If you're a Showman you'll handle this big event like a circus. Easily the biggest drawing card in the history of animated news reels. Wire today.

Book thru your nearest Universal Exchange, or communicate with the UNIVERSAL FILM MFG. CO., Largest Film Manufacturing Company in the Universe, Carl Laemmle, President, 1600 Broadway, New York.

"HALF THIS KID IS MINE —THE OTHER HALF I'M GOIN' TO BORROW!"

"Rojac" in

ONE OF
HARRY CAREY'S
FINEST

UNIVERSAL SPECIAL ATTRACTION

Coming

Book thru your nearest Universal Exchange, or communicate with the UNIVERSAL FILM MFG. CO., Largest Film Mfg. Co. in the Universe, Carl Laemmle, President, 1600 Broadway, New York.

THURSDAY.

"Looping the Loop"
BY E. C. SEGAR.

TODAY'S CRIME WILL BE—
A FEW SCENES FROM MARY MACLAREN IN VANITY POOL
A UNIVERSAL MOVIK
AT THE CASINO
MARY, I SHOULDN'T DO THIS, MY WIFE WOULDN'T LIKE IT
MARY
VILE MARRIED MAN
SHAME ON ME I AM A NAUGHTY MAN. DADGONIT WHY DID I DONE IT?
AW SHAW!
I KNOW WHATCHA DID!! I KNOW WHATCHA DONE I KNOW WHATCHA DID!!
YOU GO MAKE ME LOVE YOU AND NOW YOUR WIFE WONT LETCHA PUTCHUR ARMS 'ROUND ME
MARY
I'M GONNA TELL THE PAPERS 'BOUTCHA AN' YOU WONT BE 'LECTED GOVERNOR.
FLINT, A MEAN MAN
GO SEE HOW IT END'T I AIN'T GONNA TELL YOU
SEND IN YOUR NAME AN' I'LL DRAW A PITCHER OF YOU
--JOHN J. HUGHES--
HUGHES
E.C.
AMUSEMENTS.

One of Segars' clever cartoon reviews in The Chicago American

THEIR CHRISTMASES

(Continued from page 7.)

Eddie Lyons, the "straight" one of the Lyons-Moran duet has been invited by Newsboys Union, No. 1, of Los Angeles, to entertain them with funny stories at their Christmas dinner at the clubhouse in Los Angeles. Incidentally, Eddie and his wife have contributed very largely to the expense of this dinner, and Mrs. Eddie Lyons will preside at the banquet table and endeavor to keep such a semblance of order as seems possible.

Carmel Myers has just finished a film entitled "Who Will Marry Me?" Carmel's mother, who is a provident person, reminded her that no one would if she did not know how to cook, so Carmel has been taking cooking lessons from her mother and intends to experiment on a number of poor families in Los Angeles by cooking Christmas dinners and distributing them in baskets. She already has a list of almost 100, and to her dismay this list is constantly growing. "Anyway," says Carmel, "it is going to be a very full Christmas for me."

The Universal lot has been enlivened for the last few months by the presence of Helen Gibson, the premiere horsewoman and female daredevil of the screen. But Helen will probably have the happiest Christmas of any of the Universal stars. During all of these months she has been a war widow, so to speak. Her husband, "Hoot" Gibson, former Universal character actor and screen supporter of Harry Carey, is to be mustered out on December 24. And Helen has arranged a banquet for him in the Universal Cafeteria, where a pale face would receive the shock of his life to see sweet-faced and angellicly garbed leading ladies lunching with desperate looking cowboys in shocking makeup of drooping mustachios, fully complemented with artillery—booted and spurred and chapp'd to the height of ferocity. Helen has invited a number of well-known screen cowboys, former pals of Hoot's, to dine with him and to come prepared to furnish their own cabaret. The Universal orchestra, which assists heroines who have difficulty in weeping, will furnish music—only it will not be weepy music.

Eddie Polo has for the last month been making a tour of the United States in connection with his latest serial, "The Lure of the Circus." Inasmuch as he has found it impossible to arrive at Universal City before Christmas, he intends to have an old-fashioned road celebration in whatever city Christmas overtakes him. This Christmas, of course, would not be complete without Pearl Polo, the beautiful wife of the star, who has appeared with him as an aerial trapeze performer during the twelve years of their circus life. She is on the way West to meet him.

Novelty, pure and simple, enters into the Christmas entertainment Marie Walcamp has planned. In the forthcoming serial which is now being developed, under the direction of J. P. MacGowan and in which Miss Walcamp will play the leading role, an ancient locomotive of the vintage of 1860 plays an important part. MacGowan was at no end of trouble to secure this engine, which at one time was king of the rail and was resurrected for serial purposes from a freight yard, where it had been doing balky switch duty. Miss Walcamp plans to eat her Christmas dinner in the cab of this engine and, as far as possible, she intends to have the dinner cooked in its firebox. She is certain of the baked potatoes and the plum pudding, but how the turkey will fare is still a problem. MacGowan, of course, will be chief guest and fireman, and as a matter of protection he intends to eat a hearty dinner before putting in an appearance.

The stork and the "Flu" have been running a race in Universal City. The stork has left two leading ladies, one in the home of Lee Moran and the other in the home of William Sistrom, the busiest manager who ever bossed 1,500 actor folk. Of course, turkey is out of the question with the leading ladies for the combined feast which they have planned, but just the same the celebration in these two homes will re-

(Continued on page 16.)

TUESDAY

MONROE SALISBURY

Superba

Look Who's Coming!

Dare-Devil Steel-Nerved

HERBERT RAWLINSON

—IN—

KISS OR KILL

with amazing

Priscilla Dean

—the inside story of a silk-lined crook —

The One Real Melodrama of the Year

One week only, commencing

SUNDAY, DEC. 8

Single column adv. of the Superba Theater, Los Angeles.

A Little Reel Dope on the Winners

500 Fates for Kaiser.

LESLIE ELTON, cartoonist for the Hearst News, and formerly for the Animated Weekly and Current Events films of the Universal, is working on a cartoon film of "What Shall We Do With the Kaiser." He is getting his material from more than 500 letters containing suggestions written in by movie fans all over the country.

In a previous cartoon film, caricatures of what should be done with his Nobs were presented, and the public was invited to write. Meantime a great New York newspaper has published a Sunday feature story on the letters.

Making Fun of the "Flu."

SOME of those irresponsible film comedians, who previously had made fun of the war, recently applied their gifts to burlesquing another serious subject. The subject was Influenza. "You've Got It" is the title of the film. It was produced by the Universal. The chief characters are Eddie Lyons and Lee Moran.

J. Grubb Alexander, who had been a real sufferer from the disease, wrote the story. The picture is said to be sacrilegious to the last degree.

Film Climax Dedicated.

A NEW chapter, in the nature of a climax, visualizing the historic ending of the war, was added recently to the Jewel picture "Crashing Through to Berlin." The film then was shown at an important gathering of city and state officials at a peace celebration in New York.

Governor-elect Alfred E. Smith and Mayor Hylan were among the chief guests. They delivered remarks that in effect dedicated the last chapter of war they had witnessed on the screen.

Their Christmases.

(*Continued from page* 15.)

volve about the newcomers, and each will have a Christmas tree with toys, which are expected from all of the actors and actresses of the city. Mary MacLaren intends to spend Christmas at San Pedro. To the uninitiated, this does not sound very exciting, but when you realize that Mary is a Junior Officer of the Navy, appointed by Commander Whitlock of the Naval Training Station at San Pedro, you do not have to use your imagination to see Mary having the time of her young life. This daughter of the Navy intends to take with her to the station a copy of her very latest photoplay, which was made under Rupert Julian's direction, with the working title of "Dearie." It will probably be shown under an entirely different title, but that will not lessen the pleasure of her regiment in seeing their star in one of her best roles.

Ruth Clifford, whose latest Bluebird is entitled "The Game's Up," has made no plans for Christmas other than this: She feels certain that there will be a great many photo players in and around Los Angeles who are not invited to any other celebration and who will have to eat Christmas dinner all alone. She, therefore, intends to keep open house, and has invited all of the lonesome photo players of the colony to eat a lonesome dinner with her.

NEW BLUEBIRDS

And in the Order of Release.

JUANITA HANSEN in "The Sea Flower," a story of the South Seas and a 'Frisco Dive vs. Love.

Ruth Clifford in "The Cabaret Girl." In which is shown how difficult it is to renounce real love.

Violet Mersereau in "The Nature Girl. Lived on an island; never saw a man; heiress to diamond mine. Great stuff.

"The Craving." The most wonderful double exposure film ever made.

Ruth Clifford in "The Game's Up." She borrowed a car, a chauffeur, an apartment, famous friends and got away with it.

Carmel Myers in "Who Will Marry Me?" Gee, who wouldn't?

Here is what "THE EAGLE" Photoplay Critic at Pittsfield, Mass. said about "The GEEZER"

"Nothing funnier than "The Geezer of Berlin" has struck this man's town since the movies became the rage

RUTH
CLIFFORD
in
"The Cabaret Girl"
A Title that will draw and a Star and Story that will please. A picture of romantic youth proving itself wiser than wise old age. Splendidly acted and lavishly staged.
BLUEBIRD
PHOTOPLAYS, INC.
1600 Broadway,
N. Y.
LIONEL S. REISS

"HOW CHARLIE CAPTURED THE KAISER"

Pat Sullivan's Animated Cartoon

Get the money there is in laughter. Get it with real fun. Get it with the funniest fun you ever saw—Pat Sullivan's famous Animated Cartoon of the world's best known comedy figure and what he did to the Troublemaker. It's just one scream from start to finish. Book it and then go home to dinner.

Book thru your nearest Universal Exchange, or communicate with the UNIVERSAL FILM MFG. CO., Largest Film Mfg. Co. in the Universe, Carl Laemmle, President, 1600 B'way, N. Y.

PRISCILLA DEAN as - - -

"The WILD CAT OF PARIS"

"The WILD
OF PARIS"

UNIVERSAL
SPECIAL
ATTRACTION

CAT

Priscilla
DEAN

Termed—
"Without a doubt one of the most sensational Productions of recent years"

UNIVERSAL
SPECIAL
ATTRACTION

"The

Priscilla
DEAN

WILDCAT OF PARIS"

--gripping as a garrote -- hot as cayenne--
--swift as a bullet -- Paris to the very life! --

"The WILD OF PARIS"

"she purr" "she claw" yet Mon Dieu

CAT

__"she scratch" how she love"__

UNIVERSAL
SPECIAL
ATTRACTION

"THE WILDCAT OF PARIS"

Priscilla DEAN

Supreme Entertainment for the Millions

The Box Office Attraction of Undreamed of Possibilities

UNIVERSAL SPECIAL ATTRACTION

More and more, each succeeding week, people are responding to the hilarious fun in these high class LYONS-MORAN STAR COMEDIES. This week's offering is a side-splitter entitled—"SWAT THE FLIRT." Properly advertised and boosted these comedies will pull as fine as your big costly features, because folks want to laugh more and more now that the war is over.

Book thru your nearest Universal Exchange, or communicate with the UNIVERSAL FILM MFG. CO., Largest Film Mfg. Co. in the Universe, Carl Laemmle, President, 1600 Broadway, New York.

LYONS-MORAN

Star Comedies

Information and Publicity Matter o

AN APPEALIN

THE STORY.

(*Copyright*, 1918, *by Bluebird Photoplays, Inc.*)

HER head turned by laudations, Ann Reid, soloist in the village choir, takes her meager savings and departs for the city to study for the grand opera stage. But her money gone, she is told that her voice is unfit for either concert or opera work—"only for cabaret."

In her room Ann gives vent to her discouragement and her sobs attract the sympathetic attention of Dolly, a little cigarette girl. She arranges a try-out at Balvini's for Ann, who makes good.

Ted Vane, only son of aristocratic parents, having seen Ann swimming in the brook in the girl's home town while on an auto tour, has never forgotten her, though in that city he has amused himself by a flirtation with Dolly.

Dolly, Ann appears and Ted is again entranced. Because of Dolly's affection for Ann, her jealousy is dissipated and she aids Ted's suit. He is accepted.

But his parents are aghast at young Vane's intentions. The mother forbids Ted to see the girl but the elder Vane wisely goes himself to see Ann. He is impressed by her refinement and arranges for her to go with the Vanes on a week-end party in the country. But Mrs. Vane is persistent in her efforts to separate the sweethearts, and ultimately she succeeds when she tells Ann she would ruin Ted by marrying him. In order to disgust her adorer, Ann enacts a tenderloin role at a social function and she is ostracized.

A newspaper reporter writes a racy account of the cabaret girl's escapade and it is featured in the dailies, while Balvini exults in the publicity.

Ted leaves home, sickened of the sordid affair, but on his return, learns of his mother's scheme and hurries to Ann. She, meanwhile, has been subject to the vulpine attentions of Balvini, but Ted's appearance revives the element of happiness and the lovers are reunited.

New York is shown as the setting of romance as well as of sordid desires in "The Cabaret Girl," the Bluebird picture starring Ruth Clifford, which is to be projected at the .... theatre beginning ..... Ashton Dearholt is Miss Clifford's leading man in the new picture, while Carmen Phillips, returning to Bluebird after several years, has an agreeable role.

"THE CABARET GIRL"

Story by Hope Loring.
Scenario by Rex Taylor.
Produced by Douglas Gerrard.

CAST.

Ann Reid	**Ruth Clifford**
Dolly	**Carmen Phillips**
Ted Vane	**Ashton Dearholt**
Balvini	**Harry V. Meter**

VILLAGE GIRL CONQUERS BLASE CABARET DINERS

Ruth Clifford Has Appealing Role in New Bluebird, "The Cabaret Girl."

HUNDREDS of diners, surfeited with the offerings of life, crane their necks as "something new" is presented to their blase gaze.

Demure, hesitant, winsome, the lass opens her mouth to sing and from her golden throat, birdlike notes take wing. It is the tryout of the cabaret girl—her first step upward on the ladder of fame.

It is this role, one of her most interesting since she started making Bluebird pictures, in which Ruth Clifford is to be featured in "The Cabaret Girl," which will be shown at the ..... theatre on.....

The story pulsates with the vital theme of a renunciation of love. As Ann Reid, the village songstress and later a cabaret queen, Miss Clifford enacts the part of a girl who is willing to make her sweetheart despise her because his mother has told her that if he marries her, his life will be ruined.

Ashton Dearholt plays Ted Vane, the suitor, and Carmen Phillips has an appealing role in Dolly, who sacrifices her affection for Ted that her beloved Ann may have him.

Ruth Clifford won fame when she co-starred with Monroe Salisbury in Bluebird photoplays, but "The Cabaret Girl," which comes to the ....theatre ..... presents the charming star to admirers as a Bluebird luminary in her own right for the third time. Her two previous successes under the Bluebird banner were "Midnight Madness" and "Fires of Youth." Douglas Gerrard directed Miss Clifford's newest production.

FOR THE HERALD.

"IF he marries you his career is ruined and you will have blasted his life!"

The mother of the man who had asked her hand in marriage whispered this to the little cabaret girl, who hungered for her adorer's love, now hers for the taking.

But her affection inspired her to renunciation.

"Disgust him!" the mother advised her. "You are an actress."

So, at a social affair, brave Ann Reid violated every one of her carefully cherished precepts and she thought she could see his love for her die in the heart of Ted Vane as she kept up the tragic farce.

Then she went away.

Balvini, the wolf of the cabaret, exulting in the publicity which newspaper stories of the cabaret girl's "escapade' had gained him, shows Ann the apartment in which he intends to install her "as a reward." Tired in spirit and believing she has lost all chance of happiness, Ann is almost on the verge of succumbing to the rascal's advances when——

But Ruth Clifford, who portrays Ann Reid in "The Cabaret Girl," a Bluebird production, will show you at the ..... theatre on ..... how she escaped the wiles of Balvini and how her assumption of vulgarity could not mask her pure heart, and she won back her sweetheart. Douglas Gerrard directed the picture, in which Ashton Dearholt plays Ted Vane.

"The Cabaret Girl," the Bluebird production which comes to the .... theatre on ....., is a picture that makes surpassing entertainment for every member of the family in that its theme is one of sacrifice, of a pure and devoted love. Ruth Clifford, in the role of Ann Reid, first is a village belle, songstress in the church choir, and later as the cabaret queen; still she retains her girlish simplicity, her sophistication being evidenced only in an acquired poise.

"The Cabaret Girl," with Ruth Clifford

LUEBIRD PHOTOPLAY

AT A GLANCE.

THE STAR—Ruth Clifford.

PREVIOUS HITS—"Fires of Youth," "Midnight Madness" and many Monroe Salisbury successes in which she co-starred.

DIRECTED BY—Douglas Gerrard, who produced "The Velvet Hand," "Playthings," etc.

SCENARIO BY—Rex Taylor.

FROM STORY BY—Hope Loring.

SUPPORTING CAST — Ashton Dearholt, Carmen Phillips, and Harry C. Meter.

LOCALE—A village in festival array; New York, and the interior of a famous cafe.

TIME—The present.

THUMB-NAIL THEME — Ann Reid, cabaret singer, agrees to renounce her love for Ted Vane, her wealthy adorer, when his mother tells her that marriage with her would ruin his career. So to disgust him, Ann enacts a tenderloin role at a society function. But Ted learns of the ruse and he hurries to her as she is about to become the victim of Balvini, the cabaret proprietor, and in his arms she finds solace and a mighty love.

RUTH CLIFFORD COMING IN NEW BLUEBIRD PHOTOPLAY

RUTH CLIFFORD, star of "Midnight Madness," "Fires of Youth," and co-star in many Monroe Salisbury successes, comes to the ..... theatre ....., presenting "The Cabaret Girl," her latest Bluebird drama.

In her newest picture, Miss Clifford has one of the most vital roles of her career, that of a village singer whose ambition leads her to New York, whose love for a gilded youth of the smart set is so great she renounces her affection when the consideration of his happiness is brought up, and whose own happiness is secured when the youth she renounced returns to her and, assuring her of his undying love, marries her.

Both as the country wildflower, transplanted to fields where she has been told she might rise to unprecedented heights and as the worldly rose thorned with barbs of sophistication, Miss Clifford is wholly satisfying, the sincerity of her characterization of Ann Reid standing out from the capable histrionic ensemble as the central pearl in a chain of minor gems.

In Miss Clifford's support will be seen Ashton Dearholt who plays Ted Vane, the cabaret girl's admirer; Harry V. Meter, as Balvini, the cafe vulture; Jack Nelson, as the country pastor dazzled by New York's "high life," and Carmen Phillips as the cigarette girl.

ADVERTISING PUNCHES.

1—The situation when the heroine renounces love for what she believes is her fiance's happiness.
2—The popularity of the star.
3—The spectacular nature of the cabaret scenes.
4—The scene of the girl's cabaret tryout where the young village belle faces a blase audience of Gothamites.
5—The sustained love interest.

NOTES.

Ashton Dearholt, who plays Ted Vane in "The Cabaret Girl," the Bluebird picture coming to the ..... theatre ....., recently finished work in "The Brass Bullet," the Universal serial. In "The Cabaret Girl," Mr. Dearholt portrays a wealthy youth who finds his sweetheart in a village girl who has come to New York for a musical career, but who, disappointed in her ambitions, later becomes a cabaret star.

Cafe scenes of heroic proportions, modeled after one of Gotham's most noted resorts, are to be seen in "The Cabaret Girl," the Bluebird photoplay which is to be shown at the ..... theatre ..... Ruth Clifford will star in the production which also will serve to present Ashton Dearholt in the leading masculine role.

Advertising Display Lines

Though she renounced love she found she could not forget.

Untarnished by her sordid setting, this village songstress became a cabaret queen.

She gave him up because she was told her love would only ruin him.

Another case of too much mother-in-law.

She strove to kill his love by a vulgar exhibition, but Cupid would not be vanquished.

This cabaret wolf was foiled by the very innocence of the lamb he intended to victimize.

She gave up a real love, so he mistakenly believed she would accept a cheap substitute.

Love, like opportunity, often knocks but once.

Her singing brought back to him the memory of the countryside where first they met.

Like Prince Charming, he rescued her from the cabaret beast.

Opens to Excellent Business with a Bluebird

ISIS THEATRE

BROADWATER, NEBR.,

Dec. 9, 1918

After having been closed for two months on account of Influenza, we opened our theatre Saturday night with a Bluebird showing to a full house. Audience went wild over Monroe Salisbury in the "Desire of the Moth." Give us more like it.

Yours truly,
V. O. Bruner

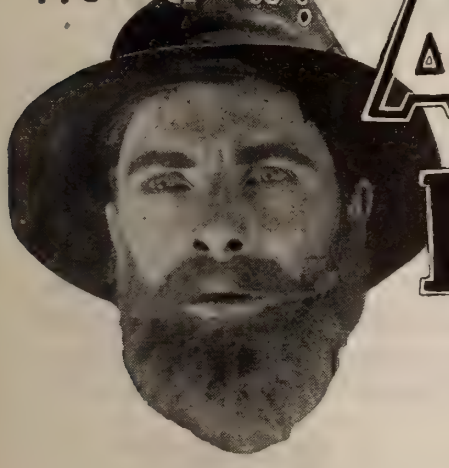
THE "FLU" TOOK THE HEART OUT OF SOME EXHIBITORS. IT DIDN'T TAKE THE HEART OUT OF BRUNER. READ HIS LETTER. HE SAYS HE OPENED TO A FULL HOUSE WITH "THE DESIRE OF THE MOTH." IF YOUR BUSINESS IS BAD, MR. EXHIBITOR, IT MAY BE YOUR OWN FAULT. SEE THAT YOU RE-OPEN WITH THE PROPER SPIRIT. DON'T LET THE "FLU" KEEP YOU DOWN.

-sauce box!
-cat!
-little minx!
-pretty shrew!

-she wouldnt wed the nice young man they picked out for her. She rushed away in her wedding gown and

"SHE HIRED A HUSBAND"

Here he is!

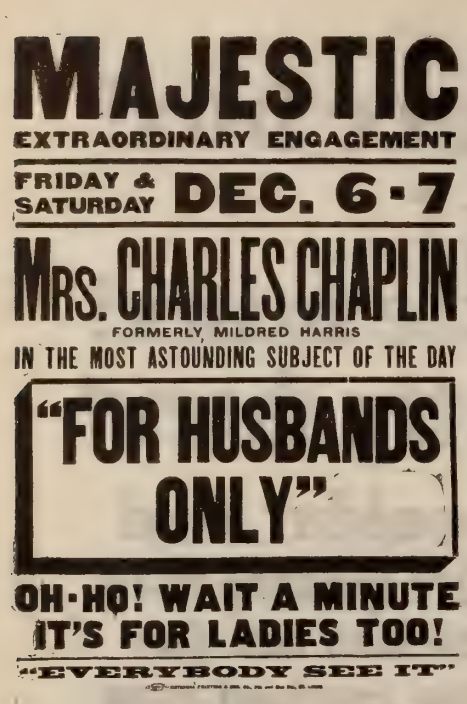


Starring

Priscilla Dean

Just the kind of play that movie audiences dote on, because the very first situation promises thrill after thrill mixed with laughs.

BLUEBIRD PHOTOPLAY, Inc., 1600 Broadway, New York.


MAJESTIC
EXTRAORDINARY ENGAGEMENT
FRIDAY & SATURDAY DEC. 6-7
MRS. CHARLES CHAPLIN
FORMERLY MILDRED HARRIS
IN THE MOST ASTOUNDING SUBJECT OF THE DAY
"FOR HUSBANDS ONLY"
OH-HO! WAIT A MINUTE IT'S FOR LADIES TOO!
"EVERYBODY SEE IT"

One Sheet, for Majestic, St. Louis, which drew business.

SUGGESTS THAT CENSOR BOARD TITLE BE CUT

Mr. V. R. Carrick,
Philadelphia, Pa.
Dear Mr. Carrick:

I note what you say regarding the new scale on "Sinking of the Lusitania" and will try to arrange new dates in the near future.

We are certainly delighted with "For Husbands Only." It stands out as one of the best subjecs we have ever presented, and you know how elaborate are our efforts to insure nothing but the best. In my opinion, it is your best offering, and one of the very few best pictures of the year.

There is just one thing that I wish I could persuade you to do, thus: Cut out the "fake" title that was inserted by the Censor Board. It reads "Now I have forced you to show your hand" —or something like that, and it is the only jarring note in the whole film.

It is out of frame, and out of joint with the action. Before you see it you have never a thought of any indelicate situation—it only accents something that is not at all necessary. If you eliminate it altogether, it will never be missed, nor will it in any way affect the story. When you see the print through, just note what an improvement this cut would make.

Very sincerely yours,
(Signed) WALTER H. BURKE,
Coatesville Y. M. C. A.

Jewel Productions Win

Capitalized Name of Mrs. Charlie Chaplin

Jewel Productions, East St. Louis, Ill.,
St. Louis, Mo. Saturday, Dec. 7, 1918.

I want to thank you for the timely tip handed me on "For Husbands Only." Against adverse elements now prevailing I played to capacity crowds both days, Thursday and Friday. The picture is a beauty, the title a magnet and the value added to it by featuring Mrs. Charlie Chaplin (Mildred Harris) is a combination that is impossble to beat for a money-maker. So there you have it all.

On the strength of this you can put me down for the next Jewel Production, "Borrowed Clothes," and all other productions in which Mrs. Chaplin appears. It's a cinch I am going to capitalize the name, Mrs. Charlie Chaplin, and I feel sure "Borrowed Clothes" will top "For Husbands Only," despite the large receipts I had on the latter pictures.

H. G. REDMON, Proprietor, Majestic Theatre.

HE BANKS AFTER EVERY JEWEL

Jewel Productions, St. Louis, Mo.
Dear Sir:—

I want to volunteer the frank opinion that Jewel Features are the safest as well as the truest, and all in all, the most pleasing pictures of all my attractions; and I say this with the full appreciation of shows from other companies. I can always bank after showing a Jewel. Last Saturday I played "The Co-Respondent," and not unlike all Jewels, it proved a hummer.

(Signed) AUGUST KERASOTES,
From the Royal Theatre, 214 So. Sixth St., Springfield, Ill.

"DOCTOR AND WOMAN" REAL JEWEL

Fairmount Feature Film Exchange,
Washington, D. C.
Gentlemen:—

Enclosed find check in full for "The Doctor and the Woman," which I used yesterday. Allow me to say in behalf of the Jewel Pictures that this subject was in fact a real "jewel." I want to say that it was, taken from every angle, the best picture I have had the pleasure to run. The acting and the settings were perfect, while the photography was the prettiest and clearest I have ever used, and gave entire satisfaction. My people were highly charmed with this magnificent production. Me for more Jewel Productions.

(Signed) J. HENKEL HENRY.
Empire Theatre, Winchester, Va.

Praise from Exhibitors

Mildred Harris Even More Valuable as Mrs. Charlie Chaplin.

Jewel Productions, Cleveland, O. Akron, O., December 5, 1918.
My Dear Sir:—

Just a few lines to express my opinion on your Mildred Harris productions, especially "Borrowed Clothes."

Without any doubt when I had the pleasure of witnessing the above picture, to my mind it is the best production I ever saw. It is far greater and better than "The Price of a Good Time" and a good many makes of films from different producers.

I am glad to say that I have booked "Borrowed Clothes" for one week for the Empress Theatre.

I also think that Mildred Harris is more valuable to exhibitors right now and in the future, since she is Mrs. Charlie Chaplin.

Mildred Harris has always been a good money-getter for me, and I expect to do more so on "Borrowed Clothes." And I also wish to state that I have signed a contract with your salesman, Mr. Saks, for all future Mildred Harris releases. And allow me to congratulate you and your concern for having such a comer in the film industry as Mildred Harris.

EMPRESS THEATRE, (Signed) S. M. Kasse.

Illinois State Journal Commends This.

Jewel Productions, St. Louis, Mo.
Dear Mr. Engle:—

Recently the press sheet and booklet you sent on "For Husbands Only" were very useful and highly attractive. "For Husbands Only" had three big days at the Princess, and they were very well pleased with the production. I thought it a very fine feature, one of the best this year. I am sending you under separate cover copies of our paper containing ads and notices on "For Husbands Only."

THE ILLINOIS STATE JOURNAL CO.,
(Signed) W. F. Dagon, Motion Picture Editor.

WORTHY OF HIGHEST PRAISE

Jewel Productions, December 14, 1918.
1600 Broadway, New York City.
Gentlemen:—

It affords me great pleasure to take this opportunity of writing you regarding Jewel Production, "For Husbands Only," featuring Mrs. Charlie Chaplin, on which I have just finished a four day's most successful run.

I might add that I consider this attraction worthy of the highest praise, and I am sure that any exhibitor who fails to book this wonderful Jewel Production is losing one of the golden opportunities of the year.

I anticipate running all other Jewel forthcoming attractions, as I am quite confident that they will all do as well for me as "For Husbands Only" did, which compelled me to keep S. R. O. sign out continually.

HOLMAN THEATRE, Montreal. Harry Pomeroy, Mgr.

GEEZER BOOKING WAS INTERRUPTED.

Dec. 5, 1918.

Jewel Productions,
St. Louis, Mo.

Gentlemen:

"The Geezer of Berlin" proved highly satisfactory. Frankly, it is among the best comedies of the year. The influenza ban forced me to discontinue the complete booking, but I was able to show it at four of my theatres. I am perfectly pleased with the results on it. My only regret is the interruption due to the epidemic. And as soon as conditions become somewhat normal the Geezer of Berlin will go on my program.

Yours truly,
(Signed) WM. GOLDMAN,
Consolidated Theatre Co.

RAISED THE PRICE AND RAN EXTRA DAY

Manager, Universal Film Co.,
St. Louis, Mo.
Dear Sir:

I want to congratulate the Universal on the Jewel production "For Husbands Only," which in my estimation as one of the best subjects we have fined features I've ever had the good fortune in offering at the Avon Theatre. Indeed, it excels countless pictures with bombastic reputations. Originally I had it booked for two days, but it pleased so much that I carried it over a third day, and I can truthfully say that the last day exceeded all my expectations. I also want to state emphatically that it was the first picture that I ever raised the price of admission on, and judging from results the picture justified the advance. The favorable comment on Mildred Harris impressed me to the extent where I felt impelled to book her next picture "Borrowed Clothes." I have no fear of doing even better on this one than on "For Husbands Only."

Sincerely yours,
(Signed) R. J. LaVOISE, Mgr.,
Avon Theatre Decatur, Ill.

EXCELLENT PICTURE.

Mr. J. H. Calvert:

"For Husbands Only" was an excellent picture pleasing both myself and patrons.

Rex Theatre Wahoo, Neb.

Show them Other Worlds

Let them see Brave Britain Beating the Turks in Mesopotamia

"FIGHTING FOR FREEDOM"

7 Weekly Episodes:

The Capture of Bagdad
Artillery in the Burning District
Camel Corps on the March
Indian Troops in Jerusalem

Exploits in Macedonia
Battles in the Skies
Grand Fleet Scouring the Seas
Bomb Dropping on Subs

British Tanks in Action
Destroyers Fighting Subs
Chinese and African Workers
Britain's Battling Bull-Dogs

A Complete and Exhaustive Picture of Britain's Activities in the War
OFFICIAL—AUTHENTIC

Book thru your nearest Universal Exchange, or communicate with the UNIVERSAL FILM MFG. COMPANY, Largest Film Mfg. Co. in the Universe, Carl Laemmle, President, 1600 Broadway, New York.

SYNOPSES OF "THE CHARGE OF THE ELEPHANT," "SECRET PERIL" AND "STRAIGHT CROOKS."

"The Charge of the Elephant."

"THE LURE OF THE CIRCUS."
Episode No. 7.
CAST.

Eddie Somers	Eddie Polo
Alice Page	Eileen Sedgwick
Malcolm Somers	Charles Hill Mailes
Howard Mason	Fred Montague
Richard Van Norman	Duke R. Lee
Brock	James Gorden
Edward Lawrence	Harry Carter

ALICE hears Eddie yell for help as the leopard is getting the better of him and tries to get the chain off the door. The grips hear her calling and run to her assistance, getting the door open just in time to save Eddie who is nearly exhausted from his superhuman efforts to conquer the leopard.

Van Norman tells Bosco to lay low and tries to convince Eddie that the fellow who locked him in escaped. Meanwhile Somers is having trouble with the workmen who are building his new derrick. He has been unable to pay them up to date and they threaten to strike. Somers wires Eddie who promises he will borrow money from the circus treasury.

Eddie has exacted a promise from Van Norman to the effect that there shall be no gambling games allowed on the lot, but Van Norman ignores the promise and the games are in full swing. One of the townsmen catches the shell game operator cheating and a fight starts. The men who have been playing demand their money back and the sheriff threatens to attach the show. Eddie disperses the crowd by riding an elephant through the crowd and then calls the men back and pays their losses with the money he had intended for his father.

Meanwhile Mason and Edward Lawrence have sent a man to stir up trouble again at the well and the men walk out on the job. Somers phones frantically to Eddie who says he will bring men from the circus to finish the work. Van Norman hears this and sends a gang to prevent the men arriving.

Alice overhears Van Norman's scheme and follows on motorcycle. Van Norman's gang catch Eddie and his men at the top of the huge cliff; there is a fight and Eddie is thrown over the embankment.

HELEN GIBSON
in
"Secret Peril"

Two-reel Western Drama.
CAST.

Jean	Helen Gibson
Dolly	Mignon Anderson
Sheriff	Millard K. Wilson
Bud	Leo Maloney
Padre	Rex Rosselli

AS Jean, eldest daughter of the Bar L Ranch, learns of the murder of her father, Bud Borden, the ranch foreman and an unprincipled rascal who has played with the affections of Dolly, Jean's sixteen-year-old sister while professing love for Jean, rides up to the ranch house and hastens to Dolly's room. Borden tells Dolly she must say he has been with her all afternoon and later finds her conferring with Jim Foster, the sheriff, who ardently admires Jean. Foster is showing Dolly a muffler which he says he found clutched in the hands of the murdered man and which will ultimately convict the assassin.

Jean accuses Borden of owning the muffler. Borden acknowledges ownership but brazenly creates an alibi by declaring he has been with Dolly all afternoon and therefore could have had nothing to do with the perpetration of the crime. Dolly becomes jealous when Bud escorts her fainting sister homeward, his arm about her waist. By the will of their father Dolly and Jean are equal heiresses. Bud hopes, with the aid of his co-conspirator, Ed Martin, to whom he plans to marry Dolly, to win the double fortune. He schemes with his "crowd" to force Jean into marriage with him. Bud, however, is being drawn into the maelstrom of suspicion when his admonitions to Dolly relative to their relations are overheard by Foster, the sheriff, and he decides on quick actions. Foster gains possession of Bud's muffler and tells the girls that when he finds the owner the murder will have been solved. Then, Dolly, for the first time, realizes that her hypocritical lover killed her own father but she is afraid to speak because of her position.

Planning to expose Borden as soon as she has the protection of his name Dolly consents to elope with him. Jim Foster is aware of the situation and a conversation between him and Dolly has brought Jean's house of dreams tumbling about her. She grows frantic with fear of losing Jim when the fact that she loves him breaks into her consciousness. Dolly leaves with Borden, after dispatching a note to Jean. At a shack Ed and the mission padre await. Jim arrives in time to halt the plot to join Dolly to Ed and he forces Bud to marry her. Jean appears on the scene believing Jim guilty of Dolly's betrayal. She fires point blank at him. After he is taken away and Jean understands that she has shot an innocent man, Ed and Bud attempt to force Dolly into signing over her rights to the ranch. But the padre has sought the aid of the loyal Bar L boys and they ride to the rescue. In a smashing denouement, Jean kills Bud and captures his fellows. Jean has exacted retribution for the death of her father, she tells the cowboys, and seeks a haven in the arms of brawny Jim Foster, who was only slightly hurt.

"Straight Crooks"

Lyons-Moran Comedy.

"Slim" Chance	Lee Moran
Pete Pruitt	Eddie Lyons
Molly Stebbins	Edith Roberts

PRUITT and Chance are discharged from prison, and decide to start life anew. Chance wants to start out and steal everything in sight, but Pruitt insists that "Honesty is the best policy," and finally Chance agrees not to turn a trick as long as they hang together.

They reach Bardstown, a sleepy rural village and find temptations spread on every hand. Pruitt with difficulty restrains Chance from robbing a jewelry store, picking a man's pockets, and keeping a lost purse. Col. Hawkins, the banker, is so impressed with Pruitt's honesty that he gives him the job of cashier in his bank. Pruitt meets his daughter, Cynthia, and falls in love with her.

Meanwhile Chance, posing as a detective, decides that honesty is not the best policy and watches for a chance to rob the bank. There he finds Pruitt cashier of the bank, and Pruitt, to save his pal from committing robbery, manages to have Chance appointed watchman of the bank. Chance is therefore forced to stand outside the grill and see his old partner handling stacks of money.

Chance is by this time in love with Molly, the Sheriff's daughter, and as the banker is about to foreclose a mortgage on the Sheriff's home, Chance decides that now is the time to act. He manages to steal some money from the bank, but Pruitt again saves his pal. After the banker has received the money and is hurrying back to the bank, Pruitt, disguised as a bandit robs him and returns it to the vault.

The two couples then hurry to the Justice of the Peace and are married by the time the two fathers arrive. All is then happily settled. But the banker is still trying to figure out whereby the mortgage proposition was settled!

SYNOPSES OF "O, IT'S GREAT TO BE CRAZY," "KLEVER KIDDIES," SCREEN MAGAZINE NO. 98, CURRENT EVENTS NO. 84 AND ANIMATED WEEKLY NO. 54.

"O, It's Great to Be Crazy"

Nestor Comedy.
With All Star Cast.

SAM SQUIRREL was in a chronic state of unemployment and with Hoover stopping every avenue of waste he felt the necessity of acquiring a job. He presented himself at an employment agency at the opportune moment when the agency had a call from a "Nut Factory" for an experienced and energetic superintendent for the insane. A job was a job to Sam and he went to it with avidity. The manager of the sanitarium had lost all of his inmates through the failure of the former keeper to retain consciousness under the attack of twenty aggravated lunatics. By various means which were craftily contrived to win their confidence, Sam brought all of the twenty back one by one and put them in their cells. The reward he expected was the hand of the owner's daughter, but this fickle person suddenly announced her intention of departing to marry a man as far from the insane asylum as possible. Upon receiving this final blow, Sam permitted himself to be shut up in a cell with the other "nuts" and his final request was that the key be thrown into a deep well.

"Klever Kiddies"

L-Ko Two-Reel Comedy.
(*Copyright*, 1918, *L-Ko Motion Pictures.*)

TO the quiet little village of Muchnoise, came the Flip Flop Film Company to acquire scenery and atmosphere for their billion dollar production. The village school immediately woke up from its customary lethargy and took notice. Charlie from the Orient was usually the originator of all mischief and he suggested that the rest of the pupils assist him in impersonating the stars in the forthcoming drama. To the amusement of a long-suffering public we see depicted before us in rapid succession, Violet Mersereau, the girl who invented curls; Priscilla Dean, who ruins a man's life every time she shrugs her shoulders; Edith Roberts, whose smile would make you forfeit your chance of Heaven; Helen Gibson, who stops a couple of runaway engines every morning before breakfast; Eddie Polo, who never uses stairs when the side of the house is steep enough; Hughey Mack, who shakes up China every time he does a vault in the film, and Harry Carey, who uses his shooting irons for eating utensils.

While the rehearsal is on, the "wicious wampire" of the Flip Flop Company takes a dislike to the brand of cigarettes smoked by the villain and tears up her contract, whereupon the manager engages the school children to put on his performance.

Screen Magazine, No. 98

MR. HOOVER is not the only one who knows how to save. Screen Magazine No. 98 shows you how to do it. Uncle Sam shows us how he saves millions of dollars and a lot of leather by repairing the worn out shoes of his boys in khaki, in a lively picture called "Reshoeing the Army."

If any wife needs a "strong right arm" to back up her arguments with "friend husband" she should apply Mrs. Arthur McGovern's principles and see what happens. Dame Fashion steps out of a cloud of ribbons, led by Zalud, the famous designer. Probably nobody here remembers the first gun that was fired, not in this war, but in any war but somebody has found out where it happened and has written an absorbing story.

It's a cold, hard-hearted newspaper that doesn't take a few cracks at what was the Kaiser, these days. Not since the days of "mud pies" have we thought that mud could be a miraculous entertainer—but Willie Hopkins, the noted sculptor, shows us how.

Current Events,

London Goes Mad With Joy as Armistice Is Announced.—Characteristic British reserve is thrown to the winds and wild demonstrations take place in all parts of the city as whistles blow and horns are tooted to signal the arrival of peace.—*London, England.*

100,000 *in Great "Victory Sing" Before White House.*—Britain Day at National Capital is marked by thousands who raise their voices in thankful expression for the triumph of Right over Wrong. — *Washington, D. C.*

American Industries Prepare to Shift From War to Peace.—Reconstruction Conference of the Chamber of Commerce of the United States draws business men from all parts of the country.—*Atlantic City, N. J.*

Japanese Prince Is Guest of Washington Officials.—His Imperial Highness, Prince Yorihito Higashi Fushima, cousin of the Mikado and Admiral in the Japanese Navy, arrives at the Pan-American Building for a luncheon in his honor.—*Washington, D. C.*

Our Soldiers of Victory!—Remarkable war pictures of the last days of fighting made by United States Corps photographers on the firing line in France. Released through the Committee on Public Information.

Animated cartoon by Leslie Elton, "What Will They Do With the Kaiser."

Animated Weekly,

No. 54.

Land Victims of Last Torpedoed Ship.—Survivors of the S. S. Leinster, sunk by a German submarine, are brought ashore just as the armistice is signed.—*Kingstown, Ireland.*

Queen City of Adriatic Ready for Tourists.—No longer menaced by the Teuton hordes, beautiful Venice is preparing for the influx of visitors the end of the war is expected to bring.

French Are Developing Food Supply.—Every effort is being made by the Allies, now that hostilities have ceased, to relieve America of much of the task of feeding the world. In picturesque Morocco French soldiers start shipment of grain to Europe.

Sub-titles.—Ready for shipment to France. In this far corner of the earth men still act as the principal beasts of burden.

America's Winged Warriors!—The fourth installment of a series of remarkable motion pictures, showing the development of Uncle Sam's stupendous aerial program, made by a Universal staff photographer, by special arrangement with the United States Department of Military Aeronautics.

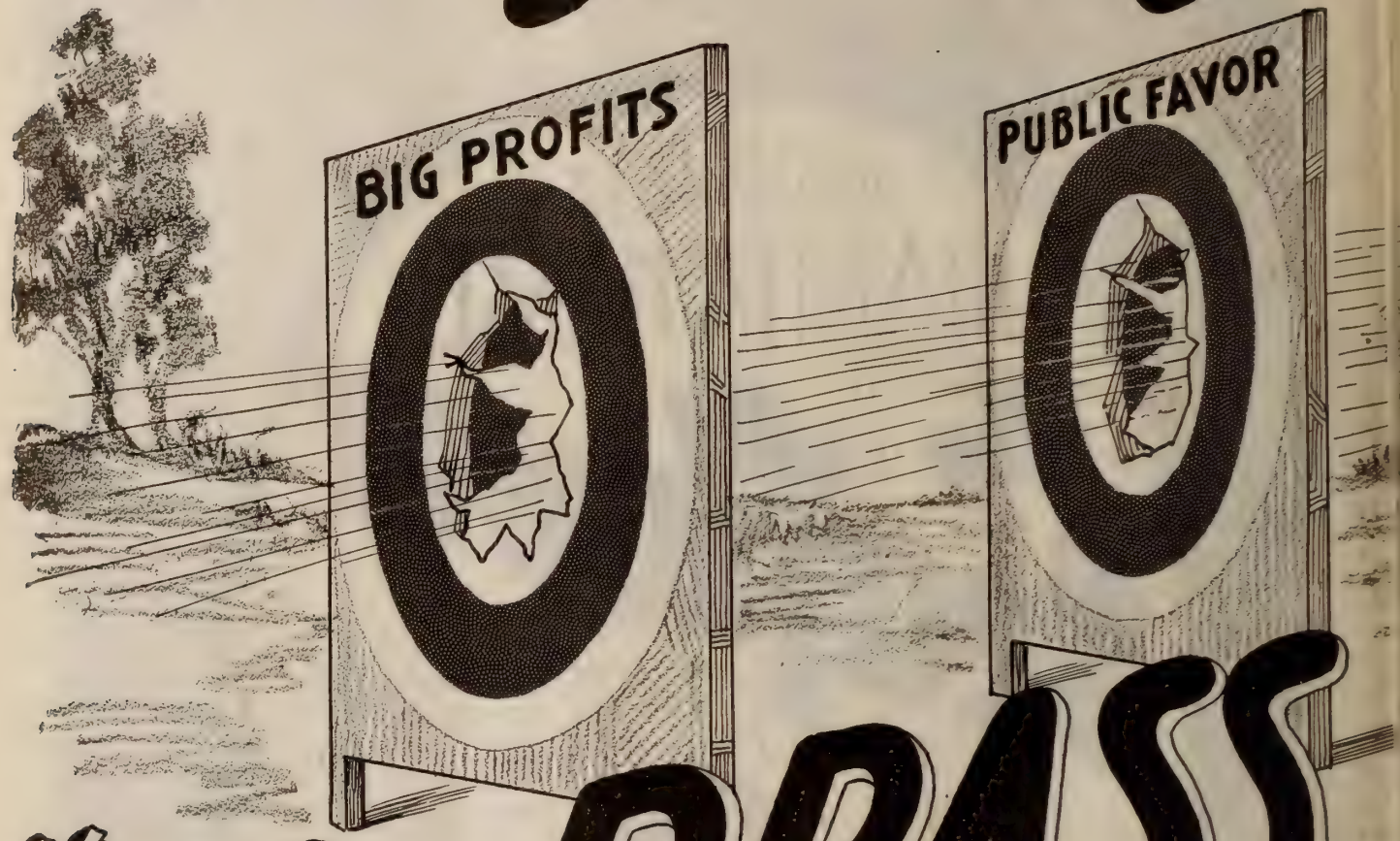
Sub-titles.—Aviators are the eyes of the modern army. The airplane observer, with his accurate calculation based on detail maps, has replaced the cavalry scout as a means of directing artillery fire. The observer takes the air as the first step in the opening of an artillery offensive. Over the batteries that far below await the wireless instructions of the observer to open their deadly rain of high explosives.

Watch for the succeeding installments of "America's Winged Warriors" in the Universal Animated Weekly. They will take you through thrilling practice battles in the skies, above the clouds through aerial barrages—some of the most remarkable air pictures ever filmed.

Cartoon by Hy. Myer, World-Famous Caricaturist, "Uncle Sam's Messengers."

BLUEBIRD
PHOTOPLAY
BEAUTIFUL
JUANITA HANSEN
in
"The Seaflower"
Book with your local
Bluebird Exchange or
communicate with
BLUEBIRD
Photoplays, Inc.,
1600 B'way, N. Y. City.

Hitting Every

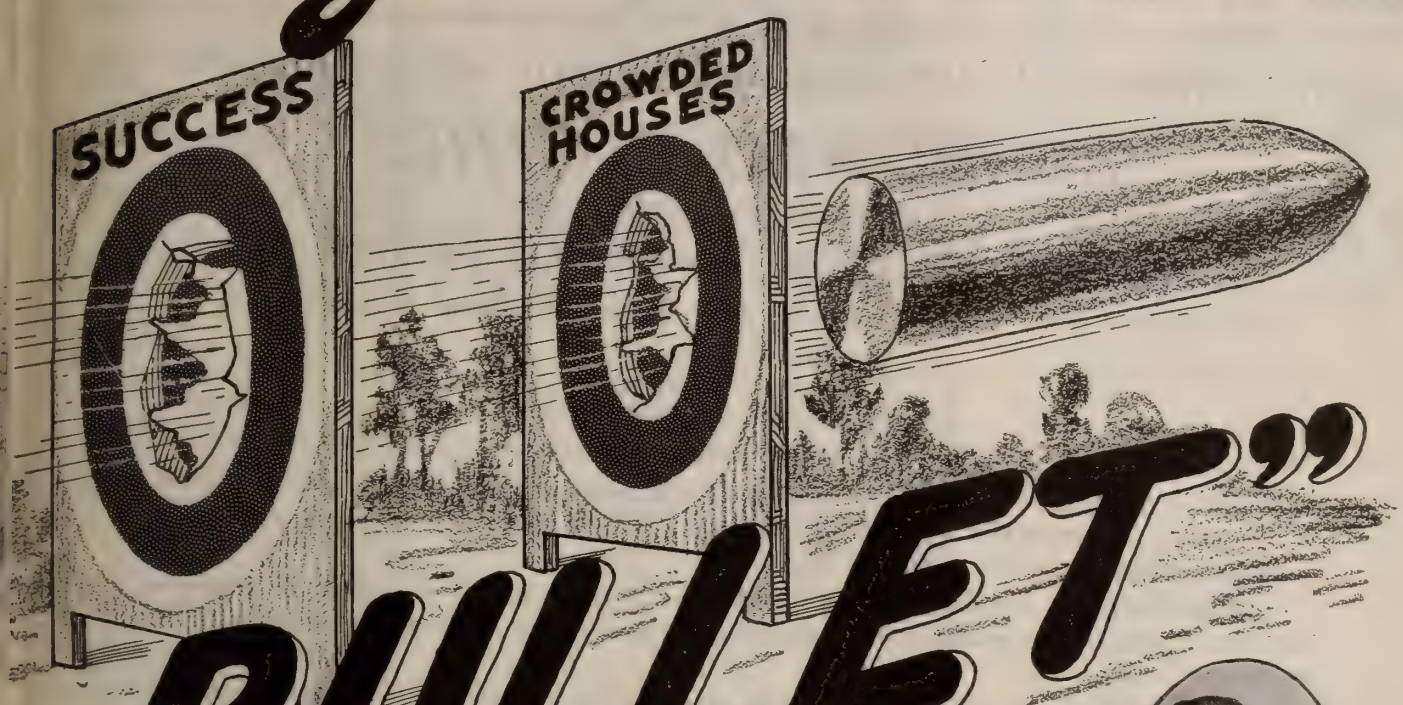


"The BRASS

with Beautiful

THE golden success of "The Brass Bullet" has proved for all time that it pays to make high class serials. It pays to use high class settings and the atmosphere of luxury and the surroundings of great wealth. It pays, because "THE BRASS BULLET" shows that people like them and will pay money week after week for eighteen weeks to see them.

Target



"BULLET"

JUANITA HANSEN

STARRING the most beautiful girl in serials and with a big cast of experienced serial players the clean-cut plot and whirlwind action of "THE BRASS BULLET" have made this serial a huge success in thousands of theatres. Better than any recommendation, however, is this simple tip: See an episode—then you'll know. Get in touch with your nearest Universal Exchange today and have them project it for you. You'll see eighteen weeks of big profits looking you right in the face. Get busy on this now—today.

Book thru your nearest Universal Exchange, or communicate with the UNIVERSAL FILM MFG. CO., Largest Film Mfg. Co. in the Universe, Carl Laemmle, President, 1600 Broadway, New York.

One of the Best Things Lois Weber Ever Did

IS THE OPINION OF THE EXHIBITOR'S HERALD AND MOTOGRAPHY ON

"BORROWED CLOTHES"

Mildred Harris in "Borrowed Clothes"

Jewel Drama; Six Parts; Directed by Lois Weber; Published November 25.

As a whole	Excellent	Support	Very good
Story	Good	Settings	Excellent
Star	Very good	Photography	Very good

HERE is a picture that presents such a vital theme and rings so true that it should prove an unusually acceptable offering. It tells the story of a girl who finds happiness after narrowly escaping ruin.

Mary Kirk, the heroine, played by Mildred Harris, is the daughter of parents that are typical of the middle class—intelligent, though forced to strive hard to make both ends meet.

Mary works in a florist's shop and attracts the attention of George Weston, one of the proprietors. Her sister, Louise, a cold-blooded girl, urges her to marry Weston, but Mary does not love him. Doubtful as to what she should do, Mary goes on an outing with Weston to the seashore. A fire causes a panic and the two are separated.

Mary consents to ride to the home of Stuart Firth, a man who has often sought to meet her in vain. There she sees grandeur and goes home convinced that she can never marry Weston. She leaves the florist shop and starts looking for another job. She receives scant sympathy from her family.

Hungry for affection, she yields to Firth's entreaties and goes to his home. Firth lets his admiration get beyond bounds, but at the danger point the police visit the house, having been sent there by Firth's former wife. Mary escapes, but is injured, and does not reach her home until early morning. The family places the worse construction upon her absence and she is shunned.

Meanwhile the sister and Weston have been engaged, but the sister hears Weston is hard up and leaves home to work in another city. Everything is ready for the wedding when the bride is discovered to be missing. Weston offers to wed Mary, "despite her disgrace," and Mary, like a martyr, consents. But Firth reappears, vows that his love is clean, demands Mary and gets her, Weston leaving in a rage. Mary's hardships are over and happiness looms ahead.

Mildred Harris is an ideal star for such a role, and she gives a wonderful performance. Lewis J. Cody, as Stuart Firth, is fine. George Nichols and Edythe Chapman, as the mother and father, are well cast and do excellent work. Edward Peel is George Weston and Helen Rosson is Mary's sister.

Lois Weber deserves most credit for this production, as she wrote and staged it both; and the picture is one of the best things that she ever did.

History's Greatest Crime- and its Punishment
"The SINKING OF THE LUSITANIA"
A single reel that will pull and please better than many an expensive six-reel feature. An unqualified hit wherever shown.
"CRASHING THROUGH TO BERLIN"
All the drama of the war without the horrors. All the big scenes, from the outbreak of the conflict to the signing of the armistice.
JEWEL Productions INC
1600 Broadway · New York City

Exclusive!

FINAL NIGHT EXTRA

NEW YORK JOURNAL

TUESDAY, DECEMBER 10, 1918

TWO CENTS

FINAL NIGHT EXTRA

EX-KAISER ATTEMPTS SUICIDE;

What really happened is shown in this authentic and exclusive photograph from life—

"Here your Majesty—do yourself a favor"

We dare you not to laugh when you see it

"The GEEZER of BERLIN"

A TRAVESTY on "The KAISER - the Beast of Berlin"

Book thru your nearest Jewel Exchange. Jewel Productions (Inc.)

ALL SHE COULD SEE AHEAD WAS A WONDERFUL REST FOR HER FATHER AT THIS KIND STRANGER'S RANCH. SHE NEVER THOUGHT OF DANGER TO HERSELF.

Mrs. Charlie Chaplin

MILDRED HARRIS *in*

LOIS WEBER'S

Coming Heart Picture

"When A Girl Loves"

Reserve Now without fail through

JEWEL PRODUCTIONS

INCORPORATED

Executive Offices, 1600 Broadway, New York City

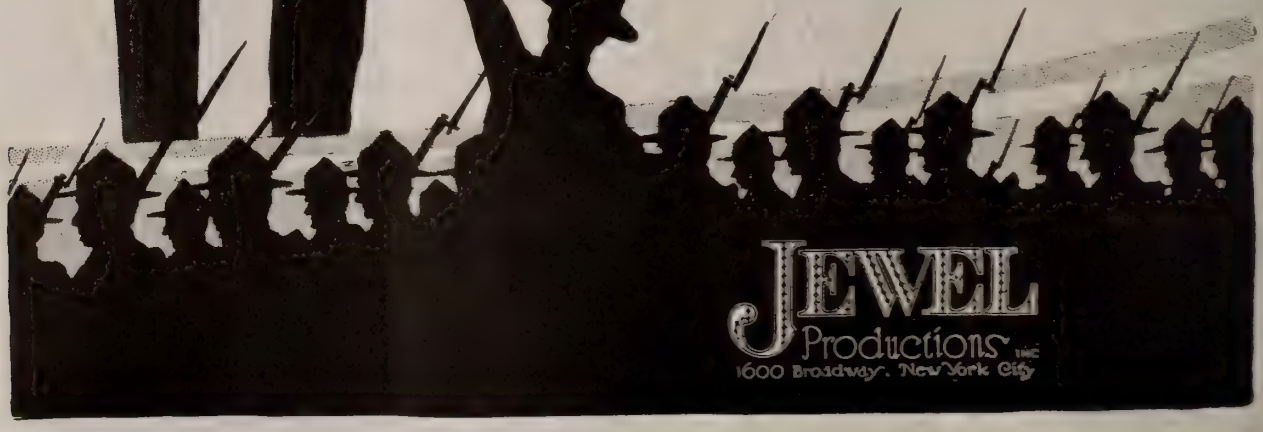
Say, You folks back home!

We're coming back to tell you that you wont know even the smallest part of what we know unless you go to see

The KAISER— the Beast of Berlin"

The one, great, big, enduring classic that the war has produced. A picture that will be playing to crowded houses years from today. An absolutely certain money-maker and a sure repeat. Book it—you can't go wrong on this sure shot success.

Book thru
Jewel Productions (Inc.)



THE best thing that LOIS WEBER has ever done--full of the spice that constantly piques the interest---a play along entirely new lines---downright sheer cleverness with a brand new flavor."--*Los Angeles Express.*

"FOR HUSBANDS ONLY"

Starring

Mrs. Charlie Chaplin

Mildred Harris

The Greatest Box-Office Star on the Screen Today

JEWEL Productions INC

1600 Broadway New York City

The Biggest Box Office Attraction to be had Today

Mrs

Charlie

Chaplin

in

Lois Weber's Production de Luxe

"Borrowed Clothes"

JEWEL Productions

The Moving Picture Weekly

DOROTHY PHILLIPS *in*

"The Heart of Humanity"

VOL. 7 — NO. 20

JAN'Y 4th

The One Undying Classic of the War

"THE KAISER"

-THE BEAST OF BERLIN-

Dorothy Phillips in
Allen Holubar's Super Production
"THE HEART OF HUMANITY"
Released thru JEWEL Productions (INC.)

Dorothy Phillips in

Allen Holubar's Super Production

"THE HEART OF HUMANITY"

Released thru JEWEL Productions (INC.)

Dorothy Phillips in

Allen Holubar's Super Production

"THE HEART OF HUMANITY"

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Allen Holubar's Super Production

"THE HEART OF HUMANITY"

Released thru JEWEL Productions (INC.)

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Released thru JEWEL Productions (INC.)

Copied from Wid's DAILY on Thursday, December 19, 1918.

Exceptionally Human Characterizations in Convincing Atmosphere Make This Sure Fire Winner

Mildred Harris in

"Borrowed Clothes"

Lois Weber Production—Lois Weber Special.

DIRECTOR ..... **Lois Weber**
AUTHOR ..... **Marian Orth**
SCENARIO BY ..... **Lois Weber**
ART DIRECTOR ..... **Edward Langley**
CAMERAMAN ..... **Roy Klafki**
AS A WHOLE.....**Exceptionally human characterizations and convincing atmosphere make this impressive and distinctive.**
STORY.....**Registers principally because rather well known characters are given new twists in development.**
DIRECTION.....**Made incidents and important situations impressing by intimate characterizations and intelligent treatment made atmosphere realistic.**
PHOTOGRAPHY .....**Generally excellent.**
LIGHTINGS.....**Particularly good on star in close-ups; generally pleasing.**
CAMERA WORK.....**Very good; some distinctive angles, and good closeups.**
STAR .....**Made you believe it and has sure fire appeal.**
SUPPORT.....**Cody, excellent, almost-willun hero; others splendid types.**
EXTERIORS .....**Blended into reality of atmosphere.**
INTERIORS.....**Very good; many of them taken in homes.**
DETAIL .....**Very good; some fine little touches.**
CHARACTER OF STORY.....**Human treatment developed character thought to be willun into pleasing hero.**
LENGTH OF PRODUCTION.....**About 6,000 ft.**

WE HAVE come to know that the Lois Weber productions mean an intimate study of characterizations presented in an atmosphere that is convincing and her general treatment of any story is always such as to lift it out of the ordinary and make it distinctive.

Here we have the well known unhappy shop girl dissatisfied with the marriage that is offered her. This is not played a la pictures but very much a la real life because the proposal comes from the type of man who might very logically propose to such a girl and there's no question about the fact that a large percentage of marriages in this country are the result of just such a set of circumstances throwing two people together.

The handsome stranger enters, with Lew Cody doing this part, and immediately everyone gets set for the regular willun-attacking-hero stuff. A fire at a beach which is particularly well handled, causes confusion and makes possible the meeting between willun and Miss Harris which results into his taking her to his home.

It looks like we are going to have the regulation run stuff because we have seen the ex-favorite being dethroned, but when this ex-favorite tips off the police and they come to raid the house, with the result that little Mildred jumps from the window to escape, we find change of heart coming over our wicked willun.

Meanwhile Mildred's sister had stepped in and usurped the little business man who had wanted to marry Mildred, but when she happened over to her prospective husband's partner's home and saw how his wife had a family to take care of and her own washing to do, mercenary sister changed her mind and beat it for a new job in another town.

With the family disgraced through Mildred's return clad in a gown not her own, after the raid and the new difficulty over the sister's abrupt leavetaking, we find the first jarring note when the parents force Mildred to agree to marry the waiting bridegroom. It might be that this would happen, but it did not quite register with me. Anyway, our willun hero who had been thinking things over in the woods, returned at the psychological moment and said he would marry Mildred, which busted up the newly proposed wedding makeshift, finishing our film with Miss Harris apparently happy in Mr. Cody's arms.

A good many of the interiors in this were apparently made in a real home and the general atmosphere was particularly effective. Any audience is going to appreciate the genuine realism of both the atmosphere, the types and the characterizations.

They'll Certainly Enjoy This. Play Up Director and Star's Marriage

BOX OFFICE ANALYSIS FOR THE EXHIBITOR.

If you can't get money today by announcing a Lois Weber production, there is something wrong with your method of exploitation. She has had more distinctive successes advertised with her name as producer, prominently enough displayed to establish it, than any other director in the business. Her successes have been films that have made people talk and I am quite sure that the film fans everywhere are familiar with her name and know that her films are generally very worth while.

It is possible if you have not carefully handled your exploitation of her subjects that some persnickety people have an idea that Miss Weber makes only sensational things because they have been so impressed by the titles of her releases. It would seem to me to be an excellent idea for you to devote some attention to making it very clear that the dominant feature of all Lois Weber productions is the fact that she makes true to life subjects presenting real people in realistic atmosphere rather than showing a lot of actors doing impossible things.

"Borrowed Clothes" was released in New York at just the time that the marriage of Mildred Harris to Charles Chaplin was announced and immediately those handling the picture took advantage of this situation to mention Miss Harris as Mrs. Charles Chaplin, which is undeniably an excellent thing to do. I want to impress upon you, however, that you are making a grave mistake if you use the name of Mrs. Charles Chaplin so prominently that you miss the benefit of the fact that this is a Lois Weber production, and you should also make it clear that Mrs. Charles Chaplin was Mildred Harris because Miss Harris in her work with Miss Weber has made many friends.

In order to attract some who may be inclined to believe that this is not a "nice" film, you must use the line "An intensely interesting study of real life demonstrating the power of a good girl's influence."

THE MOVING PICTURE WEEKLY

A MAGAZINE FOR MOTION PICTURE EXHIBITORS

Published Weekly by the MOVING PICTURE WEEKLY PUB. CO.
1600 BROADWAY, NEW YORK CITY

PAUL GULICK, *Editor* JOE BRANDT, *Bus. Mgr.*

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Vol. 7. JANUARY 4, 1919. No. 20

"HEART OF HUMANITY" SCORES TREMENDOUS TRIUMPH

A STEADY, heavy rain, which began early in the morning and continued without let-up for almost twenty-four hours, failed to curb the spirits of New Yorkers, who came in large crowds to see the initial presentations of Allen Holubar's "The Heart of Humanity" at the Broadway Theater Sunday, December 22. Despite the rain and conditions under foot the big Jewel production was exhibited three times the first day to overflow crowds on each occasion.

Twice in the afternoon Manager M. Kashin was forced to put out the S. R. O. sign, and in the evening a de luxe presentation drew a third capacity house.

In the evening Miss Dorothy Phillips, star of the production, with her husband, Director Allen Holubar, attended the showing of the film and was presented to the audience. Miss Phillips' cold prevented her delivering any address, and her short speech was simple and effective. Her words were greeted with an ovation that lasted several minutes. It was her initial personal appearance before a Broadway photoplay audience, and judging from the reception accorded her she has a host of enthusiastic followers among Gotham's photoplay attending public.

To say the least the presentation of "The Heart of Humanity" at the Broadway is one of the most artistic and effective ever seen at a downtown theater. The overture for "The Heart of Humanity" engagement is Von Suppe's "The Light Cavalry," which the Broadway Concert Orchestra, conducted by James C. Bradford, plays with spirit and artistry. The overture is followed by the "Broadway Topical Digest" and "Topic of the Day," obtained from Universal weeklies. A recitation, "Poppies in Flanders Field" and the presentation of "The Heart of Humanity" follow.

Conductor Bradford has arranged the musical score for the feature, and his selections are cleverly blended by his orchestra.

Of the Holubar superdrama, little has been said to date.

The following facts, supplied by Mr. Holubar, give a vague idea of the production. The film has been over eleven months in the course of preparation and it is expected that another month will pass before the gigantic advertising and publicity campaign that is to back the national distribution of the film will be complete. Over 300,000 feet of film were used to obtain the choice scenes that now comprise the feature. Universal executives maintain that "The Heart of Humanity" is not only the biggest Universal production but a drama with a more impressive, broader scope than any yet seen on the screen. Hundreds of men and women were employed in preparing the trenches for the action and participating in the action before the cameras. The cast was selected only after a thorough search for the best "types" available. Miss Phillips never has been seen to better advantage on the screen (and Mr. Holubar should know) and William Stowell presents his best screen efforts (which he admits).

TITLES FOR CURRENT EVENTS ON PAGE OPPOSITE.

1. **An American Dough Boy receives the Military Cross from the hand of King George.**

2. **A trophy of the invulnerable Hindenburg Line, captured by the British.**

3. **Secretary of War Baker decorates General Peyton C. March, Chief of the General Staff, with a Distinguished Service Medal.**

4. **One of the last pictures made by the Signal Corps photographer of the Dough Boys advancing with gas masks and rapid fire rifles in the Metz Sector.**

5. **Headquarters of the Pigeon Flying Corps at American supply base.**

6. **Supplies for the men at the Front ceased their feverish activity as soon as the armistice was declared.**

The scenario was prepared by Mr. Holubar and Olga Scholl, the entire production photographed in California, near Universal City, by three cameramen—Fred Granville, Harold Janes asd King Gray. Frank Lawrence and Viola Mallory edited and cut the negative. Sergeant Sidney Flowers of the Canadian Army assisted Director Holubar with the technical direction of the photodrama.

The principal players are Dorothy Phillips, widely known through her great success in Universal productions as Nanette; William Stowell is seen as John Patricia, eldest son of the widow Patricia, which character is played by Mrs. Margaret Mann. Eric von Stroheim, previously seen in "Panthea," "The Unbeliever," "The Hun Within" and "Hearts of the World," is seen as Lieut. Eric von Eberhard, a Hun commander. Robert Anderson, who won fame as "M'sieu Cuckoo" in "Hearts of the World," is seen as Paul Patricia, Lloyd Hughes as Jules, Frank Braidwood as Maurice and George Hackathorn as Louis. Pat O'Malley, formerly Pauline Frederick's leading man, is seen as Clancy, an Irish-American, and Walt Whitman is cast as Father Michael, prior of the Canadian woodland settlement.

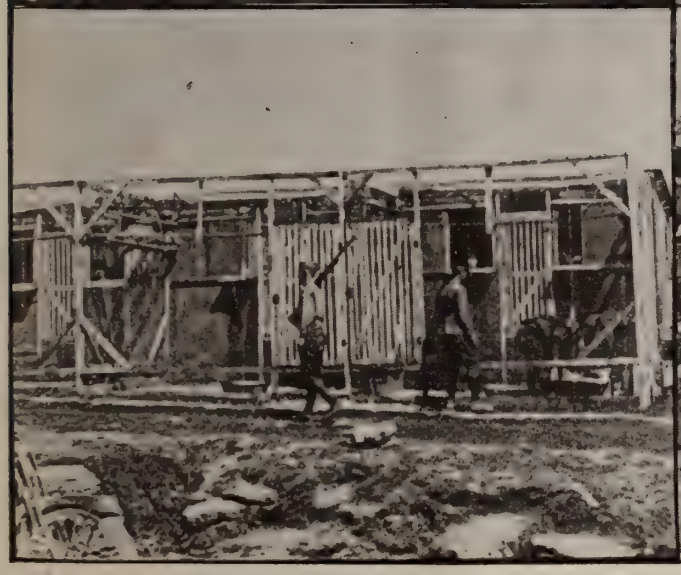
The following paragraphs are excerpts from reviews by New York press critics:

". . . their interest was held from the first scene to the last, and more than once they burst forth into applause much too enthusiastic to be discounted as merely perfunctory and polite. They liked the picture. There is no doubt of that. . . . Allen Holubar, who directed it, did his work with independent intelligence, care and skill that make 'The Heart of Humanity' a distinct achievement of motion picture creation. . . ."—New York Times.

". . . Miss Phillips does as fine work right here as we have ever seen upon the screen. There is sincerity, a sweetness and gentleness about her that is satisfying and her wonderfully expressive face is very lovely. . . . Our advice is go see

(*Continued on Page* 27.)

SCENES FROM UNIVERSAL CURRENT EVENTS No. 85.



(For Titles See Page Opposite.)

Book thru your nearest Jewel Exchange or Jewel Productions (Inc.), 1600 Broadway, N. Y.

want to thank you for the timely tip handed me on *"For Husbands Only."* Against adverse elements I played to capacity crowds both days. The picture is a beauty, the title a magnet and the value added to it by featuring *Mrs. Charlie Chaplin* (Mildred Harris) is a combination impossible to beat for a... money-maker.....
H-G-Redmon, Majestic, East St. Louis..

Mrs. Charlie Chaplin

(Mildred Harris)

in Lois Weber's

Tantalizing Photoplay for the whole family

"For Husbands Only"

JEWEL PRODUCTIONS
INCORPORATED
Executive Offices: 1600 Broadway, New York City

Three-sheet

Three-sheet

GREAT

Fo

MAE

Special

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All these Pos
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Twenty-four-sheet

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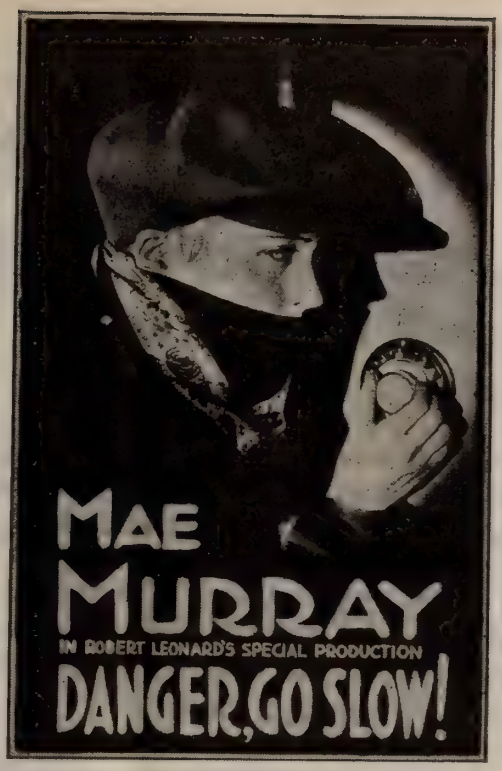


One-sheet

One-sheet

Window Card

Six-sheet

An Open Letter to

MR. GEO. B. CARPENTER

SALT LAKE CITY, UTAH

DEAR MR. CARPENTER:—

How often have you noticed some widely exploited costly feature production go along through 4 reels of very good picture play, and then suddenly die out in the finish where the big punch should occur?

I draw your attention to this, because I want to drive home to you this fact. In our Universal Special Attractions great pains are taken in selection of story and the very finest of direction, so as to build up the dramatic side of the play to a smashing finish.

That's what sends audiences away delighted.

For instance, take Dorothy Phillips in "The Talk of the Town." Here is a production with a twist at the end that makes you glow with pleasure. Full of punch all the way through, and a splendid finish, this picture has become the talk of Exhibitors the country over.

Likewise in our other Universal Special Attractions, viz., Priscilla Dean in "The Wildcat of Paris"—Harry Carey in "Roped"—Mae Murray in "Danger, Go Slow"—Harry Carey in "Three Mounted Men"—Priscilla Dean in "Kiss or Kill."

You, the same as hundreds of other Exhibitors, are selling amusement and entertainment.

Thus you want attractions that are Special, and these are all unusually special, in every sense of the word. I will consider it a personal favor if you will communicate with our Mr. C. A. Hager at the Universal Film Exchange, 56 Exchange Place, your city, and review these Special Attractions privately, and let me have your personal criticism on these I have mentioned.

Cordially yours,

Carl Laemmle

HARRY CAREY

-as a Man who was Bigger than his Worst Misfortune"

in

"Roped"

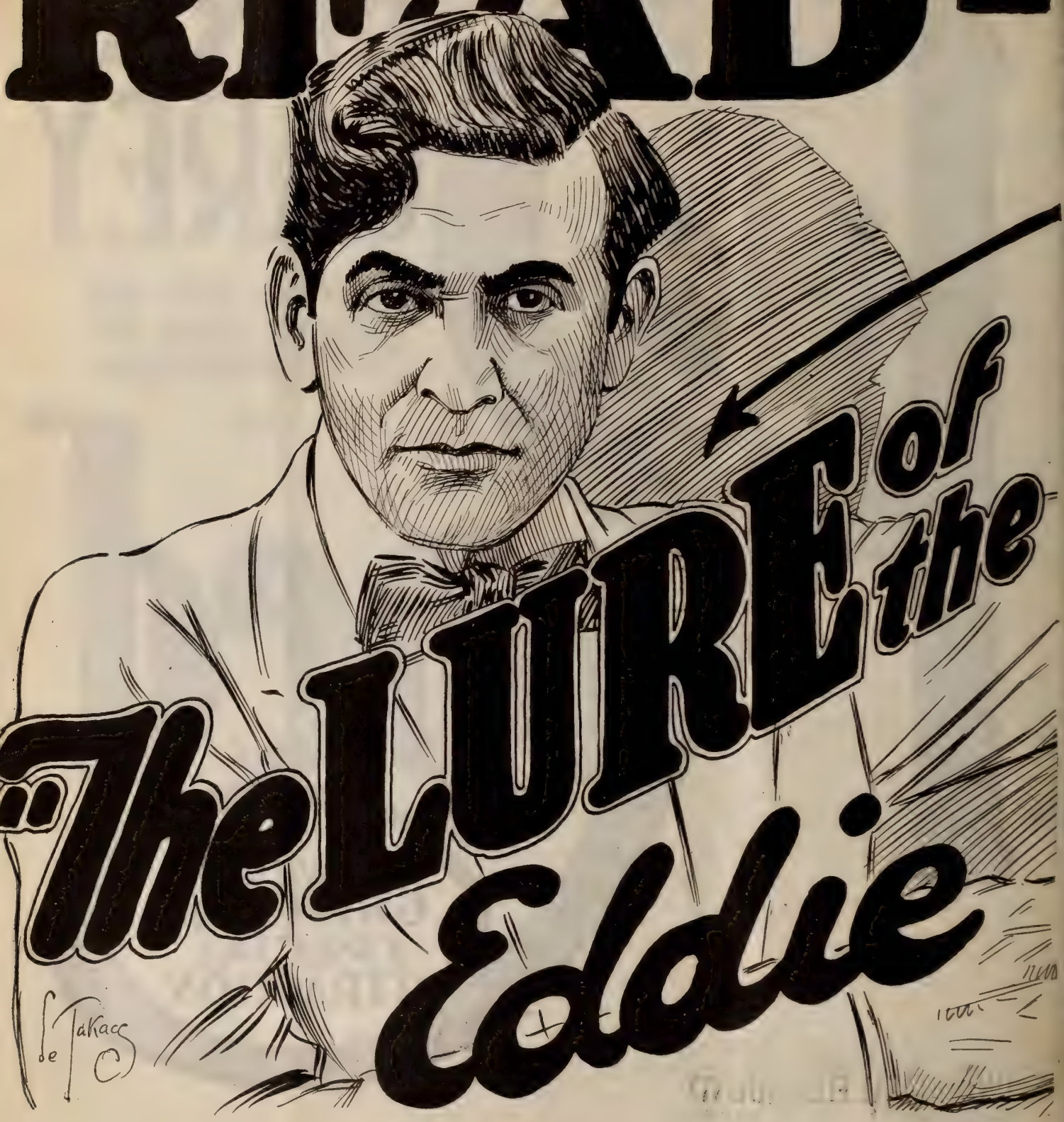
A Coming UNIVERSAL SPECIAL ATTRACTION

Reserve now thru your nearest Universal Exchange or Communicate with

UNIVERSAL FILM MFG. CO.

1600 Broadway N.Y. Carl Laemmle Pres.

READ—



and be convinced that "CIRCUS"

is the greatest and most unique of all $erials

Polo

From the Chicago Daily News.

SMASHING SERIAL WITH EDDIE POLO

"The Lure of the Circus," a Story of the Sawdust Ring.

Eddie Polo, starring in "The Lure of the Circus," a thrilling Universal serial of circus life, is supported by a cast of men and women made up of veteran circus performers.

The serial is directed by J. P. McGowan, who won his spurs as an action director with Helen Holmes in railroad pictures for the Signal company.

"The Lure of the Circus" is filled with dramatic action made logical by the acting of genuine circus folk.

Among the veterans of the sawdust ring who support Mr. Polo is another Eddie—Eddie De Coma, of the famous De Coma family, one of the best-known performers with Ringling Brothers, Barnum and Bailey and other big circuses. In "The Lure of the Circus" he plays the role of an aerial performer.

The dashing gentleman in the plug hat who snaps his whip as the beautiful lady rides around the ring was Duke R. Lee's part for many years with the country's biggest circus.

Book thru your nearest Universal Exchange, or communicate with the UNIVERSAL FILM CO. Largest Film Mnfg. Co. in the Universe. Carl Laemmle, President, 1600 Broadway, New York.

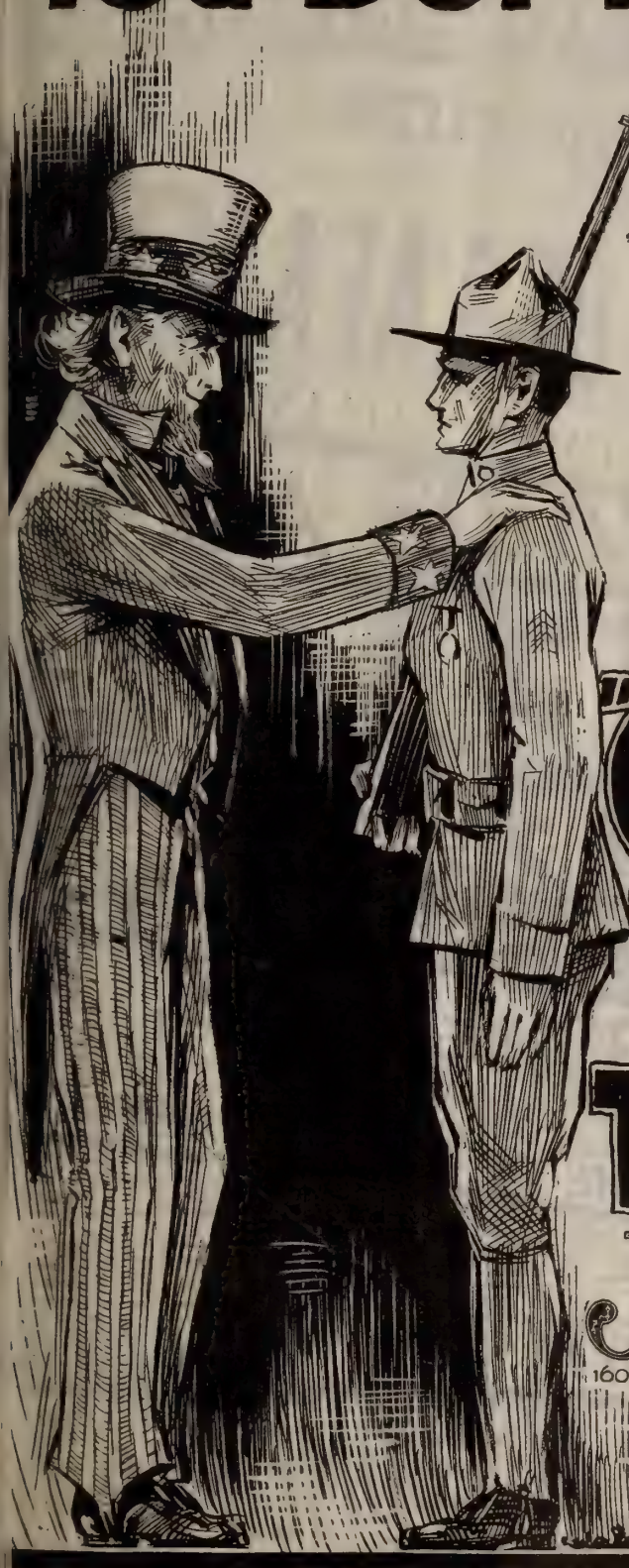
The daily arrival of thousands of our Boys makes these Reels of tremendous drawing Power.

Around the Clock
with the
ROOKIE ★ MARINES ★ SAILOR

The first fifty feet of either of these picturesque reels will prove that you booked a winner for the frequent, vociferous and prolonged applause will be the most convincing indication. Book all three and play one week. Begin with "AROUND THE CLOCK WITH THE ROOKIE"—then—"AROUND THE CLOCK WITH THE SAILOR"—then—"AROUND THE CLOCK WITH THE MARINES." Boost them hard and make fine profits. Special ads for all three and special paper. See your Exchange.

Book thru your nearest Universal Exchange, or communicate with the UNIVERSAL FILM MFG. CO., Largest Film Mfg. Co. in the Universe, Carl Laemmle, President, 1600 Broadway, New York.

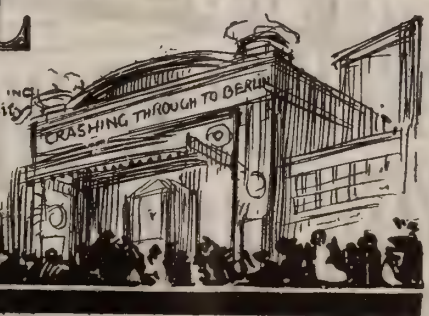
You Bet they'll come to see you.."



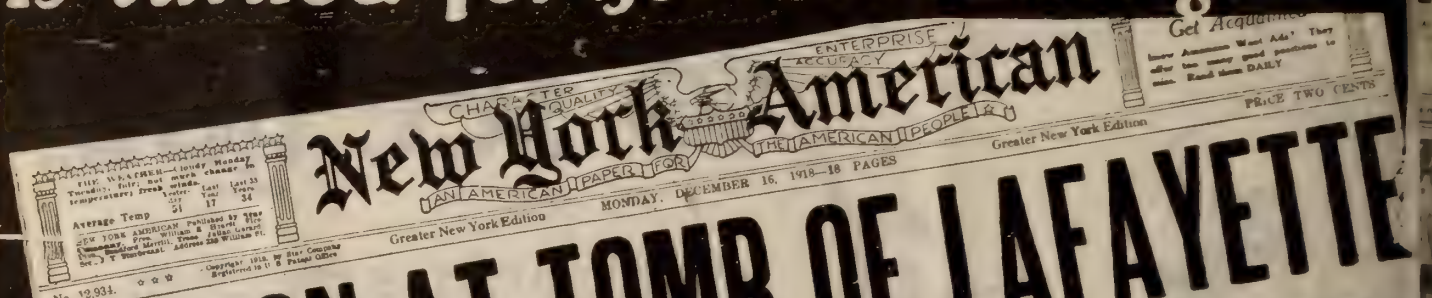
ALL the drama of the war without the horrors—that's "CRASHING THROUGH TO BERLIN"—the mightiest spectacle ever put on the screen——a picture that our boys coming home are hailing as the biggest, truest story of the great conflict that the camera has produced. Every scene authentic, complete right up to the last days. Show your people how Uncle Sam's boys fight—they'll go wild. Book it now—today.

"CRASHING THROUGH TO BERLIN"

JEWEL Productions INC.
1600 Broadway New York City



Millions of Dollars in unpurchase-
is turned for your Advantage with


CHARACTER QUALITY ENTERPRISE ACCURACY

New York American

AN AMERICAN PAPER FOR THE AMERICAN PEOPLE

Get Acquainted

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Greater New York Edition MONDAY, DECEMBER 16, 1918—18 PAGES Greater New York Edition

PRICE TWO CENTS

No. 12,934.

WILSON AT TOMB OF LAFAYETTE

PRESIDENT CONFERS WITH CLEMENCEAU AND HOUSE;

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PARIS ACCLA

Millions eagerly waiting to see these pictures.

HEARST

SCREEN TELEGRAM

THEY DOMINATE the entire field of news reels backed by tremendous Hearst Advertising & Publicity.

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The New York Times.

Section 1 "All the News That's Fit to Print"

NEW YORK, SUNDAY, DECEMBER 15, 1918.—96 PAGES. In Eight Parts.

VOL. LXVIII...NO. 22,940.

PARIS GIVES WILSON WELCOME OF UNEXAMPLED WAR

The

printed 1,976,276 ads. More ads. are printed in The World than in any other newspaper on earth

READ SUNDAY WORLD ADS. TO-DAY!

"Circulation Books Open to All."

VOL. LIX. NO. 20,135. NEW YO

WILSON ACCLAIME

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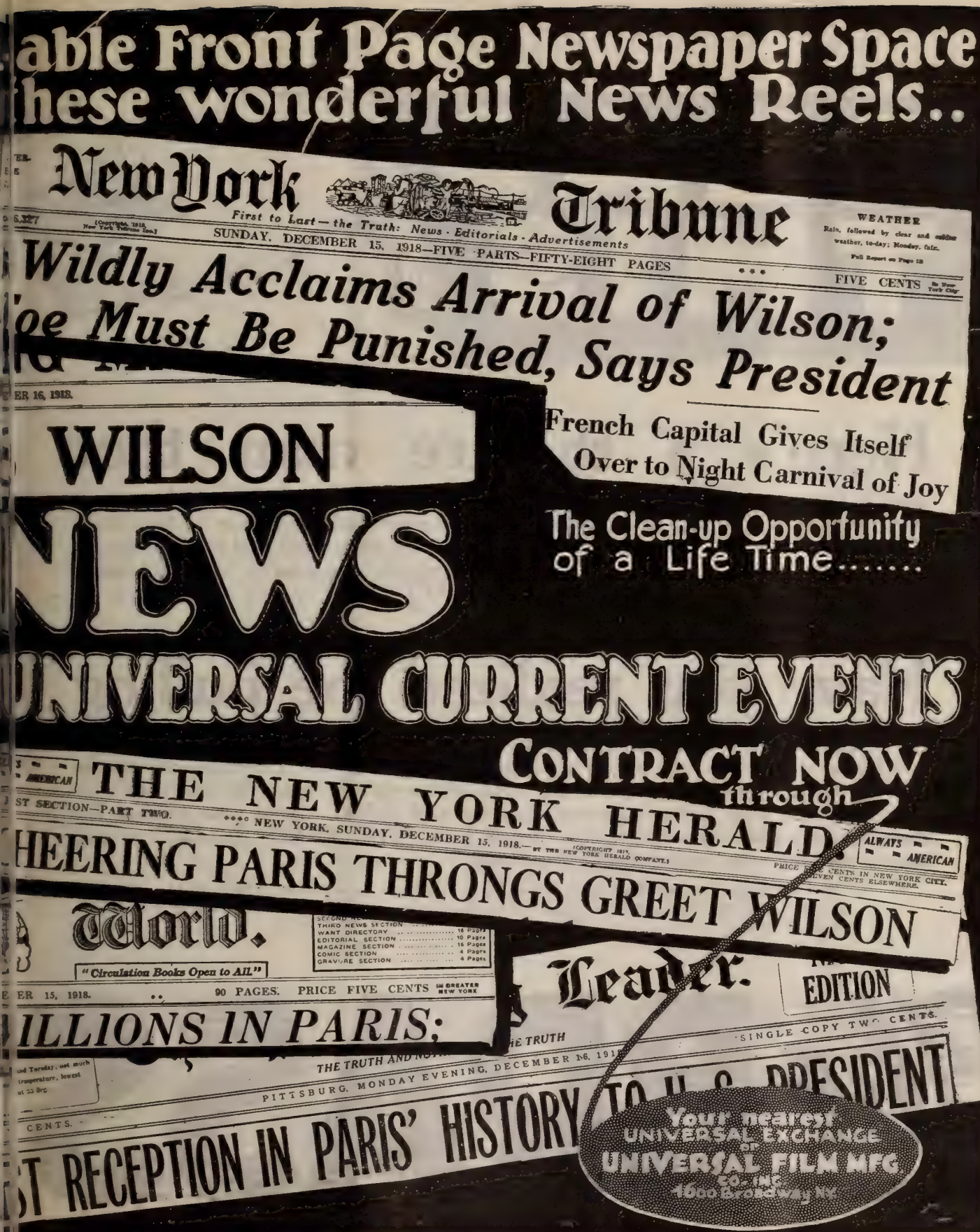
PRESIDENT WILSON IS WELCOMED TO FR
WITH SALVOS OF ARTILLERY AND PEOPLE'S OV

able Front Page Newspaper Space hese wonderful News Reels..


New York Tribune
First to Last—the Truth: News · Editorials · Advertisements
SUNDAY, DECEMBER 15, 1918—FIVE PARTS—FIFTY-EIGHT PAGES
FIVE CENTS
WEATHER
Rain, followed by clear and colder weather, to-day; Monday, fair.
Wildly Acclaims Arrival of Wilson;
ee Must Be Punished, Says President
French Capital Gives Itself Over to Night Carnival of Joy
WILSON
NEWS
The Clean-up Opportunity of a Life Time.....
UNIVERSAL CURRENT EVENTS
CONTRACT NOW through
THE NEW YORK HERALD
ST SECTION—PART TWO.
NEW YORK, SUNDAY, DECEMBER 15, 1918.
ALWAYS AMERICAN
HEERING PARIS THRONGS GREET WILSON
Leader.
EDITION
SINGLE COPY TWO CENTS.
ILLIONS IN PARIS;
PITTSBURG, MONDAY EVENING, DECEMBER 16, 191
CENTS.
ST RECEPTION IN PARIS' HISTORY
Your nearest UNIVERSAL EXCHANGE or UNIVERSAL FILM MFG CO. Inc. 1600 Broadway, N.Y.

Here's a theatre man that

made a feature out of his serial. This Exhibitor realized that with the right kind of advertising he could make as much money on his serial night as on any of his feature nights. He boosted it long and hard—got his patrons started and held them for the full length of the serial, each week making as much money for him as his house had capacity. Read what he says about "THE BRASS BULLET":

Have you realized the pulling

and holding power of a high class serial like "THE BRASS BULLET"? Have you ever tested what you can do with proper advertising and exploitation? Do you appreciate the drawing power of a bewitching Star like Juanita Hansen in such a story with such marvelous settings, such action, suspense, romance and thrills? Have your nearest Exchange project a few episodes for you. You'll book "THE BRASS BULLET" if you want something extra high grade and a winner.

Book thru your nearest Universal Exchange, or communicate with the UNIVERSAL FILM MFG. CO., Largest Film Mfg. Co. in the Universe, Carl Laemmle, President, 1600 Broadway, New York.

The BRASS

New York Oct 9th 1918

Universal Film Exchange
New York N. Y.

Gentlemen:

Your Serial entitled "The Brass Bullet" which we are now presenting at our theatre, the "Gem Photo Play", is enthusiastically enjoyed by our patrons, and is a big success, and with each new episode shown the interest increases. The fourth episode was simply marvelous, which shows you have all the necessary talent and facilities, and hence we are persuaded that the episodes to follow can be summed up in the one expression: i. e. "A Roaring and Humming Success."

Yours truly,
Gem Photo Plays Theatre
523 - 8th ave New York
Clayton A. Turner, Pres.

BULLET"

How He Put It Over

M. & S.

HOPKINSON THEATRE

482 HOPKINSON AVENUE

CHARLES CHAPLIN GOT MARRIED!

MOZELTOFF!

Mr. and Mrs. Harris
request the presence of your family
to the wedding of their daughter
Mildred Harris
to
Charles Chaplin

MOZELTOFF!

To Celebrate This Event
Mr. and Mrs. Chas. Chaplin will appear here on the same program
Saturday, Nov. 30, and Sunday, Dec. 1

Mildred Harris

(MRS. CHAPLIN)
STAR OF
"For Husbands Only."
In Her Latest Feature

Borrowed Clothes
7 ACTS

Charles Chaplin

Greatest Comedian in the World
IN A GOOD COMEDY

The Suffragette

A LAUGH A MINUTE
ALSO OTHERS

A Treat to Our Patrons

Bring Your Friends.

OFFICE OF
M. & S. Circuit,
31 Second Ave.
New York, Dec. 5, 1918

Jewel Production, Inc.,
1600 Broadway,
New York City.

Gentlemen:

I think it would be unfair on my part not to inform you how I fared with your "Jewel Production" featuring Mildred Harris in "Borrowed Clothes." The publicity for this picture was a mere trifle compared to what I spent for other pictures. I succeeded in making your feature break the record of the house.

I ran "Borrowed Clothes" in conjunction with an old "Charlie Chaplin" picture last Saturday and Sunday and I wish to state that from start to finish, S. R. O. sign was always noticeable. Thanking you for past favors, I remain,

Yours in
Peace and Prosperity,
J. W. KLIGLER,
Mgr. M. & S. Hopkinson Theatre.

A Beat! First Pictures of Wilson's Arrival in France in Hearst News

THE first motion picture films showing President Wilson's arrival in Brest, France, are shown exclusively in the Hearst News just issued. These pictures show the wonderful welcome extended to our Chief Executive in France, and his official reception by President Poincare, General Pershing and other officials.

In this issue of the Hearst News, made by the International Film Service Co., Inc., and released by the Universal Film Manufacturing Company, the issue which starts off the first tri-weekly news reel the world has ever known to be released under the individual titles of Hearst News, Universal Current Events and Screen Telegram—the pictures are worthy of the big event it marks.

Under the caption, "With the Yanks in Siberia," our boys are shown in far Eastern Russia still fighting for freedom. From army transports the lads in khaki land to join the Allied forces facing the anarchy-mad Bolsheviki. Allied officers hold a farewell review of the troops of many nations about to leave for the battle-front—the wind-swept steppes of Siberia. Loyal Russians and Czecho-Slovaks, who war against anarchy as a greater curse than the despotism of a Czar, are seen. France still fights—no armistice has been signed with the Bolsheviki—and French colonial troops, seen in this issue, are still battling the despoilers of Russia.

Arrival of Battleships.

Some splendid views of the great battleships, arriving to greet the victory fleet, are shown as they steam up the Hudson River. They drop anchor to await the arrival of the mighty armada now on the way home from European waters.

As quickly as the great Leviathan and other transports arrive from "over there" Uncle Sam's fighting lads are sent to camps preparatory to discharge, and the manner in which the army is rushing the work of demobilization is shown in this issue. The hated bugler stands "ace high" when, instead of reveille, he blows the summons for discharge. Then comes the physical examination, for the boys must be fit to face the no less real battles of civil life. They are seen getting their certificates of honorable discharge and their pay, with excellent pictures typifying the manner they will be received in their old jobs.

Under the caption, "Follow the President in France," U. K. Whipple, staff photographer of the Hearst News, Screen Telegram and Universal Current Events, is seen as he sails to accompany President Wilson on his triumphant tour of Europe. A last view of the magnificent buildings of the city are seen, then the Statue of Liberty and, the first day at sea, a ship is sighted.

"HEART OF HUMANITY" SCORES GREAT TRIUMPH.

(*Continued from Page* 10.)

it." —New York Tribune.

" . . . it is of utmost interest, with stirring action, vivid battle scenes, variety of incident and the combination of humor and sentiment that is always sought after, whether on stage or screen . . . "—New York World.

" . . . should prove unusually popular. . . . Made by Universal it is a production of which this company may well be proud. It treats the war in a spirit quite different. . . ."—New York American.

" . . . 'The Heart of Humanity' scores as a production, deftly pictured, cleverly sub-titled and artistically conceived. . . . It is one of the most impressive of the long list of war films presented the past two years. . . ."—Morning Telegraph.

" . . . promises to have a long Broadway run. . . . many times as realistic as those Official War Pictures . . . intense story will interest all to the end . . . star and cast unusually good. Vivid presentation—beautifully done — Intense story will hold one to the end—Authors are to be congratulated upon the success of their achievement."—N. Y. Telegram.

" . . . cast is competent, direction excellent and photography, particularly the nocturnal battle scenes, superb. . . . Some of the battle panoramas have not been surpassed on the screen . . . certain to make an impression."—New York Evening Sun.

"Conceived with a skill and intelligence that lifts it high above its contemporaries. So stupendous that it claims a distinction all its own. . . . Holubar entitled to rank with masters of his craft . . . best thing Miss Phillips has done. . . . Revelation of capacity for fine emotional work hitherto unsuspected."—New York Mail.

"Broadway success—One of the most stirring films ever presented in New York. One of the most graphic pieces of filming ever seen on the screen."—N. Y. Eve. World.

"The Heart of Humanity" will continue at the Broadway for an indefinite period, Manager Kashin has announced.

"The Human Ladder"

"THE LURE OF THE CIRCUS,"
Episode No. 8.

CAST.

Eddie Somers.....Eddie Polo
Alice Page.....Eileen Sedgwick
Howard Mason.....Fred Montague
Richard Van Norman.....Duke R. Lee
Edward Lawrence .....Harry Carter

EDDIE catches on a bush on the side of the hill and stays his fall. His men put Van Norman's gang to flight and Van calls after them to capture Alice. Eddie's men make a ladder of their bodies and Eddie climbs up over them, but Van Norman's gang have driven away in their car and Van Norman has put Alice in his car and is racing for town. Alice has lost consciousness.

Eddie sees Alice's motorcycle and gives chase, with Andy on behind him.

Van Norman takes Alice to Mason and Lawrence. Lawrence gets in the car and orders the driver to go to his cabin in the woods. Eddie and Andy see them on the road, and while Andy goes back to town Eddie follows Lawrence and Alice to the cabin. Meanwhile, Lawrence has sent for a justice of the peace and tries to force Alice to marry him. When Eddie arrives he is made prisoner by Lawrence's gang ,and they hold a gun on him as the wedding ceremony begins.

Alice grabs a gun from the justice's pocket, slips it to Eddie, and they fight their way from the cabin. Lawrence chases them, firing so steadily that they dare not stop for the motorcycle.

Eddie and Alice start across the bridge and Lawrence pulls his gun on the bridge tender and forces him to raise the bridge. As Lawrence starts to climb the steep incline toward them, Eddie and Alice dive into the water.

" RUTH STONEHOUSE "
in

"Rosalind at Red Gate"

Two-Reel Romance of Intrigue.

CAST.

Helen Holbrook, Rosalind Holbrook } Ruth Stonehouse
Reggie Gillispie.....Chester Bennett
Henry Holbrook.....C. M. McDowell
Laurance Donovan.....Earl Page
Patricia Holbrook.....Martha Maddox
Italian .....Al MacQuarrie
Robert Gillispie.....Mark Fenton

HENRY and Arthur Holbrook, of Holbrook Bros.' Bank, suddenly fail owing to Henry's speculations. Arthur, for the honor of the Holbrook name, assigns his private holdings to the bank directors and gives up his home to pay a forged note of Henry's, held by Robert Gillispie. Gillispie forces a written confession from Henry.

Patricia Holbrook, elderly spinster, doesn't know the real cause of the failure, and as executrix of their father's will is to divide a million between them in three years, providing neither has acted dishonorably. Henry refuses to confess.

Arthur and daughter Rosalind, the exact image of Henry's daughter Helen, goes to Glenarm Estate, under the name of Hartridge, to make canoes for a living. Henry dissipates heavily and demands after three years the million, saying that Arthur's disappearance confesses his crookedness. Patricia demands proof. Henry cheats at cards, and in the ensuing quarrel Henry causes a man's death. Henry pays an Italian steward hush money. Patricia, to escape Henry's violent demands, goes with Helen to St. Agatha's School, which is near the Glenarm Estate, which has been leased for the summer by Laurence Donovan, the famous Irish writer. Reggie Gillispie, only son of Robert, to renew acquaintance with Helen, comes to Glenarm and is caught by Donovan but escapes. Henry, in an endeavor to compel Arthur to get him the money, goes to Glenarm. Donovan falls in love with Rosalind, but confuses her with her image Helen and also confuses Henry with Arthur. He accuses Rosalind thinking her Helen, of duplicity, because he thinks Helen is in league with her father. Arthur tells Henry that as Gillispie is dead Reggie has the confession. Henry refuses to believe and draws a revolver. Laurence jumps through the window and disarms Henry, thus saving Arthur's life. Reggie, because he loves Helen, says he will give her the packet with note and confession. Rosalind impersonates Helen and receives it. Arthur is reinstated, and Harry is stabbed by his Italian accomplice. And Helen and Reggie and Rosalind and Donovan are married and live happy ever after.

Screen Magazine No. 97

HERE'S something that ought to make little "Johnny" happy when he sees "Screen Magazine No. 99"—showing his mother how to make one cake of soap do the work of two.. Johnny already knows how.

Attention, farmerettes, chauffeurettes, conductorettes and all other "ettes" and watch Zalud, the famous designer, give you the latest style and individuality hints in "From Khaki Uniforms to Co-Ed Frocks." And from masterpieces of dress we are whisked to a masterpiece of art—America's most representative picture, showing the patriotic fire and action of the Revolutionary War, cleverly painted before your eyes by A. M. Willard, a Cleveland artist. However, Uncle Sam would have done without his "Carryers On" in some of the out-of-the-way and unsuspected quarters

SYNOPSES OF "THE HUMAN LADDER," "ROSALIND AT RED GATE," SCREEN MAGAZINE, NO. 97, AND "THEM EYES."

is a question. What wonderful things science has done is apparent in the interesting film showing the military discipline and self-supporting farm work which the New Jersey State Institution for Feeble-Minded find in cooperating with Uncle Sam.

Poor old "Kaiser Bill" will be all worn out with the "wallops" before we get a chance to find a punishment bad enough for him. And a little more mud slinging of a more artistic nature is donated by our clever friend, Willie Hopkins, who calls it "Filling the Gap."

"Them Eyes."

NESTOR COMEDY,
Starring GERBER-WILSON.

AUBREY M'BEAN, the industrious little husband of Mrs McBean, who forfeited his identity when his wife married him, while busy with his dustpan one morning, discovers an article in the paper purporting to teach husbands how to train their wives. McBean decides to investigate, and goes immediately to consult the so-called Girard School. Sylvester Girard's School had not flourished, and he is not on speaking terms with his landlord. With McBean's appearance Girard's spirits rise. McBean discloses the fact that his wife has not only hypnotized him but that he is outnumbered at home, his mother-in-law having been visiting him for three years. Girard reassures McBean and points out to him how successful his methods have been with one of his pupils, the landlord, who has come to demand the rent. Before taking the course, Girard explains, this man was afraid of his own shadow. McBean pays in advance, which clears the decks uproariously for further action. Girard discloses the big secret of the course by allowing McBean to select from his official tray of glass eyes, one which matches his wife's in color. He practices his little speech in front of this eye, but when it comes to meeting the original he loses his nerve. A little skillful plotting between Girard and Mrs. McBean over a $1,000 stake brings the little farce to an enjoyable conclusion and leaves everybody happy.

SYNOPSES OF "A KAISER THERE WAS," "HOW'S YOUR HUSBAND?" CURRENT EVENTS, NO. 85, AND ANIMATED WEEKLY, No. 55.

"A Kaiser There Was"

Two Parts.
Master Comedy.

CAST.

Private Patrick.....Billy Armstrong
Captain Cocktail .....Charles Inslee
Colonel Clipper.....James Donnelly
Saucy Sybil.....Eva Novak
One Lung Wheeze.....Chai Hong
Mister Hohenzollern.....Bill White

(*Copyright, 1918, L-KO Motion Picture Co.*)

WHEN Billy Armstrong goes to war he must have his valet and Chai Hong is that young China boy. When Billy loves, he only aims at the highest; the highest in this case being the Colonel's daughter, Eva Novak, also the object of the affections of Charles Inslee, a captain in the U. S. A., who is not much of an admirer of Billy Armstrong, his rival in love.

The Colonel tells Billy that he cannot have his daughter until he has either killed or captured the Kaiser, so things looks pretty black for Billy. One day during target practice with the guns, Billy Armstrong and Chai Hong chance to be sitting on a cannon. The captain seeing his opportunity to get the Colonel's daughter fastens the cannon on which Billy and Chai are seated to a cannon ball and then fires the gun.

Billy and Chai fly through the air on the cannon and have a delightful journey to Berlin and into the Kaiser's palace, where Bloody Bill himself is making an address to his officers. The cannon, with Billy and Chai, knocks the Kaiser over, just as he is saying, "I will stand no nonsense from the United States."

Armstrong is made to dig his own grave, and is about to be shot by a firing squad of German soldiers when Chai throws a lasso around the firing squad and attaches the other end of the rope to an ascending aeroplane, and the soldiers are carried up into space, dangling on t he end of the rope.

Billy and Chai, disguising themselves as trees, make their way into the Imperial Palace. A battle ensues in which Chai and Billy kill all the German imperial guards, and the Kaiser himself takes flight on his trusty horse, his hobby, closely pursued by Billy and Chai, also mounted on their trusty steeds.

The Kaiser's horse falls over a cliff, dumping off the Onion of Berlin and throwing him far below into an awaiting vat of tar and feathers. Billy and Chai also fall over the cliff and alight by the side of the vat, and they see to it that the Kaiser has a good job of feathering done to him. Then, capturing the Kaiser's goat they have him put old Bloody Bill down into Hell.

Billy Armstrong and Chai then return to their comrades amid great applause, and Billy receives his reward; and they lived happy ever after, meaning Eva and Billy.

"How's Your Husband?"

Lyons-Moran Star Comedy.

CAST.

Eddie .....Eddie Lyons
Eddie's Wife.....Dorothy De Vore
Lee .....Lee Moran
Lee's Wife .....Mildred Lee

ED and Lee and their wives go for an automobile ride. Ed arranges with Lee's wife to assist him in buying a birthday present for his wife. Lee gets the idea that a woman is a better bargainer than a man and arranges with Ed's wife to buy a present for Mrs. Lee.

The presents are purchased and there is much secrecy connected with the affairs. Lee becomes imbued with the idea that Ed is trying to steal his wife, and Lee is obsessed by the same jealous feeling. The women become jealous of each other, as the actions are mysterious and secretive.

Everyone connected is innocent, but a jealousy is developed that has its finale when Ed and Lee attack each other and apparently Ed is killed.

All is explained to the satisfaction of the quartette, the women are proud of their husbands and the finale is a happy one.

Current Events,

No. 85.

Man Who Organized Vast Armies Honored by Nation.—General Peyton C. Marsh, Chief of the General Staff, receives the Distinguished Service Medal from the hands of Secretary of War Baker—*Washington, D. C.*

Society Girls Post Bills to Raise the Dollar Bills.—In overalls leaders of the fashionable set started Red Cross membership drive with the slogan: "All you need is a heart and a dollar."—*Los Angeles, Cal.*

Soldier Boy Shows What Yanks Would Do at Potsdam.—Daredevil climbs 178-foot pole to unfurl to the breeze banner he would gladly have given his life to have released from the Kaiser's Imperial Palace.—*Fort Slocum, N. Y.*

British Exhibit Guns Captured in Last Drive.—Trophies of the smashing of the Hindenburg line are put on show before the crowds of England's capital city.—*London, England.*

With the Yanks in France.—Striking pictures made on the firing line by United States Signal Corps photographers just as the armistice was signed. Released through the Committee on Public Information.

A Cartoon by Leslie Elton.

Animated Weekly,

No. 55.

Are They Glad to Get Back? Oiu! Oui! Marie!—Boston Harbor looks good to Uncle Sam's returning fighters on the S. S. "Canopic," as they prepare to give up the hated army bean for the luscious brown ones of the Boston variety.—*Boston, Mass.*

Sub-Titles.—"Hail, hail, the gang's all here! What the (Censored) do we care now. "Oh, say, can you see—" Boys who fought at Chateau-Thierry, St. Mihiel and in the Argonne Forrest, many of them wounded, land in New York from the transport "Leviathan." "Elbow-stoking." "So this is New York!" "Home, James!"

Paris Greets Head of Organization of Mercy.—Thousands gather before the headquarters of the American Red Cross in grateful tribute to Henry P. Davidson, Chairman of the Red Cross War Council.—*Paris, France.*

Sub-Title.—Mr. Davison with difficulty threads his way thru the crowds and finally responds to demands for a speech.

Uncle Sam has New Guardian of Finances.—Secretary of the Treasury McAdoo turns over his office to Representative Carter Glass and personally hands him his commission from the President.—*Washington, D. C.*

Yanks March in Lord Mayor's "Victory Show."—Escorted by procession of Allied troops, Sir Horace Brooks Marshall, London's new Chief Magistrate, drives to the Law Courts in stately coach to assume office.—*London, England.*

Sub-Titles — British "beef-eaters" and "Hun-eaters," too! Some of General Louis Botha's South African troops who crushed German colonial power. Battle tanks of the Western front. Some of Italy's legions who fought in France for the freedom of the world. Some of the Yanks who yanked the Kaiser from his throne. King George and Queen Mary drive to St. Paul's to offer thanks for victory.

America's Winged Warriors!—Remarkable motion pictures showing the development of Uncle Sam's stupendous aerial program made by a Universal staff photographer by special arrangement with the United States Department of Military Aeronautics.

Cartoon by Hy. Mayer, World-Famous Caricaturist, "Hohenzollern's Christmas."

Get These Audience Getters!

THE first thing she unlocked was a safe—the second was a dear old mother's heart—the third was a curmudgeon's pocket-book—the fourth was a great, big, wonderful future for herself, because she deserved it. See bewitching Mae Murray as the bold, bad, boy burglar in "Danger, Go Slow," and have a real thrill.

{ YOUR THEATRE NAME HERE }

Bewitching Mae Murray in "DANGER- GO SLOW"

SHE blew into the burg on the brake-beams because she was a bold, bad, boy burglar—and then she saw a light in a window and was hungry, and decided to be good for a while, and turned into a girl again, and then things began to happen, one right after another.

JUST the kind of a picture that keeps the "move" in movies—full of thrills, surprises, romance, and heart glow. If you've never seen bewitching Mae Murray, now's the time to start—while if you know her you'll like her more than ever in "Danger, Go Slow." Don't fail to see it—NOW.

{ YOUR THEATRE NAME HERE }

ORDER

these great little ads today from your nearest U Exchange. Mats 15c and 20c., or communicate with

UNIVERSAL
FILM MFG. CO.,
1600 Broadway,
Carl Laemmle, Pres.

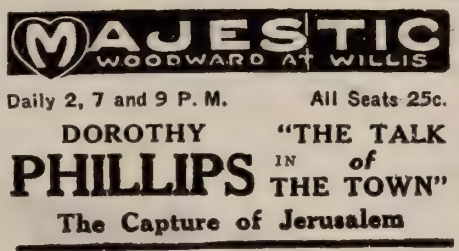
What Hollander Thinks about "Talk of the Town"

Motion Picture News

By H. K. HOLLANDER.

DOROTHY PHILLIPS and her current offering at the Casino, "The Talk of the Town," make a pleasant combination to observe. Miss Phillips has charm and deports herself gracefully and her offering possesses merit. It is interesting as a narrative and enjoys intelligent presentation. Moreover, the director exercised unusual judgment in the selection of the personnel of the supporting cast, having gathered in such delightful players as Ralph Lewis and Zasu Pitts among a number of others.

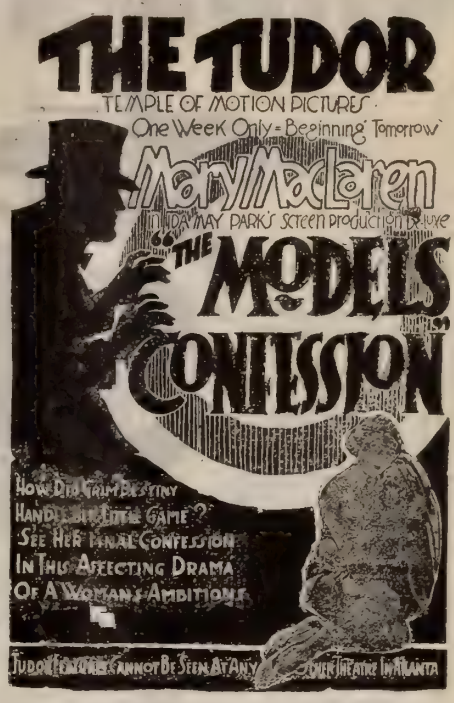
There is nothing particularly novel in Miss Phillips' recitation, but the treatment thereof is most agreeable, photographically and by virtue of the happy incidental sidelights which, by the way, do not break into the sequential order of things as such interruptions are often wont to do. Besides there is a happy surprise at the finish after the butterfly wife has been cured of her desire for secret flirtations. For thus does Miss Phillips conduct herself shortly after marriage, following a maidenhood of strict rearing, when an innocent bit of playfulness would bring forth stern rebukes and severe punishment from her parent.



Here is the card used daily for three days in St. Louis papers.

MAJESTIC
WOODWARD AT WILLIS
WHERE THEY DO THINGS BIGGER
WEEK STARTING SUNDAY MATINEE DEC.8
DO YOU EVER GOSSIP
YOU EVER TALK ABOUT OTHERS
YOUR NEIGHBORS TALK ABOUT YOU ?
IF A MARRIED MAN VISITED A MARRIED WOMAN WHO WOULD BE TALKED ABOUT THE MAN OR THE WOMAN ?
DOROTHY PHILLIPS
IN THE SOCIETY SENSATION
"THE TALK of THE TOWN"
Daily Matinee 10c-15c
Even. & Sun. Mat. ALL SEATS 25c
ALWAYS THE BEST SHOW IN DETROIT
"His Dark Past"
Comedy Cartoon
The Capture of Jerusalem
General Allenby's Troops in Palestine
Old New England
Ford Motor Co. Pictures
MAJESTIC SYMPHONY ORCHESTRA
James Royce Shannon, Conductor
"Orpheus" . . . . (Offenbach)
Hilda Barr & Joseph Ferte
"When You're Away" (Herbert)

Four-Column Advertisement for the Majestic Theatre, St. Louis, which combines art with effective treatment.


THE TUDOR
TEMPLE OF MOTION PICTURES
One Week Only - Beginning Tomorrow
Mary MacLaren
in Paramount-Artcraft Picture
"THE MODELS CONFESSION"
How Did Calm Destiny Handle the Little Game?
See Her Final Confession
In This Affecting Drama
Of A Woman's Ambitions
Tudor Feature Cannot Be Seen At Any Other Theatre In Atlanta

Four-Column Adv. for the Tudor Theatre in the Atlanta Constitution.

WILL GET THE BIZ

The Universal Film Exchange,
Kansas City, Mo.

Eldorado, Kansas, Nov. 29, 1918.

Gentlemen:

I have been going to write you this letter for several days. You are certainly entitled to it. On November 18th I showed your picture, THE TALK OF THE TOWN, with Dorothy Phillips, and I want to tell you that it's one of the very best pictures I have ever shown since I have beeninthe business. Will play it back later. Give us more like it and we will certainly get the biz.

J. P. BARKWELL,
Royal Theatre, Eldorado, Kansas.

Millions Clamoring to See

"The SURRENDER of the

'Twill Pour a Stream of

EVERY MAN, WOMAN AND CHILD HAS READ ABOUT THIS HISTORICAL EVENT.

THE showman who understands the tremendous value of front page news, will race to the nearest Telegraph Office and wire for this sensational special release—"THE SURRENDER OF THE GERMAN FLEET." Who do you know that hasn't read all about this world's most amazing spectacle? Who doesn't know about it? Who is there who doesn't want to see it? It is the spectacle supreme.

Book Immediately Thru

this Amazing Historical Picture

loin into your Box Office

NOW SHOW IT TO THEM IN THE LIFE WITH THIS MONEY-GETTING RELEASE.

THIS picture shows King George, The Prince of Wales, Admirals Rodman, Beatty and Sims. Shows the huge German battleships—Destroyers, Submarines, Cruisers, with both English and big American battleships that "stood by." Simply thrilling from beginning to end. A Box Office gold mine for you now. Get it quick. Advertise it. You'll be astonished at the crowds.

y Jewel Exchange

BLUEBIRD PRESS SHEET FOR "The CRAVING"

THE STORY.

(*Copyright*, 1918, *Bluebird Photoplays, Inc.*)

CARROLL WAYLES, a scientist who has developed a formula for a powerful explosive, has a rival in Ala Kasarib, an East Indian scientist who has come to America on a mysterious mission to procure the formula.

With Kasarib comes Beulah Grey, daughter of a British army officer, left in Kasarib's care when her father died, and over whom Kasarib exerts a strange mental control. The two scientists meet and through Beulah, for whom Wayles feels a strong affection, Kasarib plans to get the Wayles formula.

When Kasarib invites Wayles to take a drink, the latter declines, saying that he has overcome a strong craving for drink. He tells Kasarib the story of the delirium he suffered when he was a drinking man. Through the means of a series of marvelous illusions the effect alcohol had upon Wayles is shown.

Kasarib then determines to try to conquer Wayles through a fight for mental control. The fight is staged in Wayles' laboratory and Kasarib eventually conquers Wayles, forces him to give up the formula, and leaves. Wayles takes to drinking again and in his delirium goes to the battlefields of Europe.

When he regains his old self and realizes that he has lost the formula and perhaps Beulah, who had grown to love him, he goes to Kasarib's laboratory to recover the formula. There is a fight, Kasarib is killed in an explosion and Beulah and Wayles are reunited.

Story by Francis Ford.

Scenario by Francis Ford.

Directed by Francis Ford and Jack Ford.

CAST.

Carroll Wayles	**Francis Ford**
Beulah Grey	**Mae Gaston**
Ala Kasarib	**Peter Gerald**
Dick Wayles	**Duke Worne**
Mrs. Wayles	**Jean Hathaway**

MOORISH ATMOSPHERE COSTS SMALL FORTUNE.

Beautiful Architecture and Statuary Reproduced in "The Craving."

A MOORISH atmosphere in exterior settings was achieved only at a cost of thousands of dollars in "The Craving," the thrilling five-reel Bluebird, which comes to the..... theatre on ....., with Francis Ford in one of the leading roles.

Models of Moorish architecture and statuary used in this picture were reproduced only after long and patient work by some of the country's leading clay modelers, and the finished products in "The Craving" reflect the great skill and patience employed in their making.

The story of "The Craving" is that of two scientists who become engaged in a great battle for mental control, the stake being a formula for the highest explosive known, and, on the part of one of them, the love of a beautiful girl.

Young Girl Unwitting Pawn In Clever Scientists' Game

Beautiful Creature Forced to Aid Theft of Formula in "The Craving," Bluebird Mystery, in Which Eastern Mental Science Plays Prominent Part.

A BEAUTIFUL girl is made the unwitting tool of an East Indian scientist in a struggle for control of the formula for the highest explosive known, in "The Craving," a Bluebird Photoplay, which comes to the——— theatre on ....., with Francis Ford in the role of an American scientist in love with the girl.

"The Craving" is a weird story, written in such a manner as to permit of marvelous mechanical effects and intricate multiple exposures. The latter include scenes in which four girls are poured from a bottle into a wine glass, where they swim around apparently right under the man's nostrils.

Other "shots" show four distinct exposures, a result obtained only after every resource of the art of motion picture photography was drawn upon.

A trip in delirium through the battlefields of Europe forms another thrilling feature of this production in which astounding achievements by the camera are recorded.

"The Craving" is said to be the most unusual film yet produced.

FOR THE HERALD.

CARROLL WAYLES, a scientist, who thought he had conquered his craving for drink, finds the old appetite coming back after Ala Kasarib, an East Indian scientist of remarkable mental control over human beings, attempts to get from him a formula for the highest explosive known.

Beulah Grey, daughter of a British officer, who had been left in Kasarib's care when her parents died, is made the unwitting tool of Kasarib and forced to make herself attractive to Wayles. The latter learns to love Beulah, but realizes that Kasarib is exercising a strange power over her. Wayles determines to fight Kasarib with his own weapon, mental control.

When Kasarib succeeds in overcoming Wayles and wrests from him the secret formula, Wayles takes to drinking again. In a series of the most remarkable illusions yet seen on the screen—illusions in which there are positive evidences of quadruple exposures—the delirium of Wayles is depicted.

When the delirium passes and Wayles regains his old self he determines to renew the fight and to win. Beulah is held a prisoner in Kasarib's laboratory but no longer is under his mental influence, his power having waned. Wayles goes to the laboratory, fights with Kasarib and the latter is killed in an explosion which occurs during the fight.

Wayles and Beulah realize that his craving for drink has been conquered for good and all and Wayles takes the girl into his arms—forever.

NOTES.

Five women are seen swimming about in a wine glass held almost under a man's nostrils in some remarkable illusions which form a part of "The Craving," a thrilling Bluebird feature in five reels, which comes to the ..... theatre on.....

The story of how a beautiful girl helped a man master a craving for drink and retain control of a formula for the highest explosive known, is told in "The Craving," a remarkable five-reel Bluebird of thrills which comes to the .....theatre on.....

Virginia Dale says in the Chicago Journal

"It's all an interesting picture, well developed and with sustained interest. You will enjoy it."

Genevieve Harris says in the Chicago Evening Post

"It's meant to thrill and mystify and it does so, from first to last. Another very good feature is that a light, semi-humorous tone is kept throughout. This helps to make it what it is, a diverting adventure tale.

PRISCILLA DEAN

in Elmer Clifton's Love Story of a Lonely Burglar

"KISS OR KILL"

Book thru your nearest Universal Exchange

UNIVERSAL FILM MFG. CO.

1600 Broadway New York

Carl Laemmle Pres.

"THE CRAVING" PRESS SHEET

AT A GLANCE.

FEATURE—"The Craving."
STAR—Francis Ford.
BRAND—Bluebird.
STORY—Francis Ford.
DIRECTED BY Francis and Jack Ford.
LENGTH—Five reels.
CLASS—Sensational melodrama
TIME—The present.
SUPPORT—Mae Gaston, Peter Gerald Duke Worne, Jean Hathaway.
LOCATION — Luxurious city mansion; laboratory; fashionable restaurant.
DISTINCTIVE FEATURE — Marvelous illusions of weird beauty. Remarkable photography.
THUMB-NAIL THEME — The story of a scientist's double fight to retain a formula for the highest explosive known and to master his craving for drink.

ADVERTISING PUNCHES.

1.—**The most remarkable photography ever seen on the screen.**
2.—**The finest example of quadruple negative work yet produced.**
3.—**A thrilling story of a fight between two scientists for control of the formula for the highest explosive known.**
4.—**A tense struggle by master minds for mental control of each other.**
5.—**Beautiful women climb from wine glasses in a man's hand, are poured from a bottle, seen under a water glass, come out of smoke and confront him wherever he looks.**

DISPLAY LINES

See beautiful women rise from a wine glass in a man's hand.
The most marvelous illusions yet produced on the screen.
The power of mental control.
A fight for the formula for the highest explosive known.
Beautiful girl made instrument of destruction.
See a man pour beautiful women out of a bottle.
Everywhere he looked he saw nude women.
A man's conquest of a craving for drink.
How a beautiful girl re-wrote a man's destiny.
Thrilling fight and explosion in a scientist's laboratory.

Putting It Over

SUGGESTIONS FOR PUTTING THIS PICTURE OVER

DO not emphasize that "The Craving" is a "drink" play, but rather that it is a thrilling story of a struggle for mental control by two master minds. Avoid the word "hypnotic" as much as possible in your advertising and publicity. Your big punch on this picture is the remarkable photography achieved.

In some shots in "The Craving" there are as many as four distinct exposures. In one scene four girls are poured out of a bottle into a wine glass, in which they swim around under the very nostrils of the man holding the glass. These illusions are by far the most marvelous stunts yet achieved in pictures and they will make your audiences gasp.

One feature of this show worth emphasizing is its freedom from repulsive scenes sometimes used to depict a man's delirium.

Ghastly Fight in Laboratory is Feature of "The Craving"

Two Scientists Battle for Formula for Highest Explosive Yet Discovered.

AGAINST a background of test tubes, retorts, jars, beakers, great bowls and other chemical utensils, and in a pale bluish light that adds ghastliness to the scene, two scientists engage in a terrific battle for a beautiful girl and the formula for the highest explosive known, in "The Craving," the thrilling five-reel Bluebird feature, which comes to the....." theatre on.....

This scene is only one of scores in which the last degree of photographic excellence has been reached by motion picture producers. Positive evidence of quadruple exposure—an achievement heretofore considered virtually impossible—is produced in a series of illusions which show, among others, one scene of four girls being poured out of a bottle into a champagne glass, where they swim around under the very nostrils of the man holding the glass.

The story deals with two scientists who fight for mental control over each other—the one because he wants to procure a formula and the other because he wants to hold it.

An example of quadruple exposure—one of the heretofore almost impossible feats of photography—is shown in "The Craving," an unusual Bluebird picture which comes to the ..... theatre on.....

DRINKER IN DELIRIUM SEES ONLY PRETTY GIRLS

No Pink Cheetahs or Purple Rhinoceros in Illusions Seen in "The Craving."

THE delirium of a drinker, in which he sees none of the horrifying things usually accredited to the influences of alcohol, but only beautiful, laughing women, is interpreted in "The Craving," a thrilling five-reel feature which comes to the..... theatre on....., in a series of remarkable illusions that are said to typify the last word in photographic art.

The story is primarily that of a struggle between two scientists for mental control over each other—that being the only method by which Ala Kasarib, an East Indian, can get from Carroll Wayles, an American, the formula for the highest explosive known. When Kasarib meets Wayles for the first time he invites the latter to have a drink. Wayles declines and then describes to Wayles the effect which drink formerly had upon him.

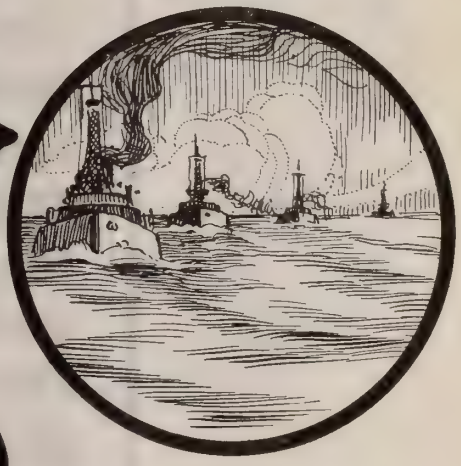
It is this description which is visualized in the remarkable illusions which have made "The Craving" such a thrilling screen subject.

Wayles is overcome, at first, but eventually triumphs against his rival and wins the love of a beautiful girl who had been in his enemy's power. Francis Ford plays the role of Wayles.

JACK FORD, who has now made a tremendous record with Harry Carey, has added a new leaf to his reputation in the work he has done jointly with his brother in directing "The Craving," a Bluebird Photoplay, in which double, triple and quadruple photographs is a striking feature. It will be seen at the..... theatre on.....

Not this →

but this →



and this

OFFICIAL BRITISH WAR PICTURES

"FIGHTING FOR FREEDOM"

Admiral Beatty's Fleet in action.
Monster battleships, deadly destroyers.
Sailor lads at work and play.
Bomb dropping from Submarine hunters.
Dirigible operation, photography.
Machine gunning from balloons.
The Capture of Bagdad.
Big guns in the burning desert.
Famous Native troops in action.
Heroic gun crews in terrible heat.
Thrilling feats of British Flying Men.
Close-ups of bombing planes.
Bombing expeditions, spotting enemy.
Nose dives, Immelman turns, loops.
Repairing War's ravages.
Chinese and African workers in the war.
Native dances and costumes.
Loyal giants in feats of strength.
Hewing lumber and making roads.
Britain's Battling Bull-dogs.
Loading and firing torpedoes.
Destroyers scouting for the Fleet.
Seaplanes protecting battleships.

Book thru your nearest Universal Exchange, or communicate with the UNIVERSAL FILM MFG. CO., Largest Film Manufacturing Company in the Universe, Carl Laemmle, Pres., 1600 B'way, N. Y.

"Over the Rhine with Charlie"

If you scoured the entire field of comedies you couldn't find two animated cartoons so timely--of such drawing power and so funny as these two Pat Sullivan cartoons. Hundreds of theatres have played them to fine profits. How about you? Special Newspaper Ads and Posters at your nearest Universal Exchange.

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"How Charlie Captured the Kaiser"

Dainty

VIOLET MERSEREAU

In one of her most lovable characterizations

"The Nature Girl"

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Bewitching Ruth Clifford in "The CABARET GIRL"

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STAR-COMEDIES

Now the choice of all the first-run Theatres

Easily the Class of the Comedy Field

Mrs. Charlie Chaplin

Mildred Harris

in

"Borrowed Clothes"

the new

Lois Weber Production DeLuxe

"Far Greater and better than "The Price of a Good Time"

S M Kasse
Empress
Akron, Ohio.

JEWEL Productions
1600 Broadway, New York City

The MOVING PICTURE WEEKLY

VOL. 7—NO. 21
JAN. 11TH, 1919

Harry Carey IN "ROPED"

REPEAT IT!
Both Story and Drawing Power are bigger to-day than ever before. The one Consistent money-maker that the War has given to the screen.
THE KAISER
- THE BEAST OF BERLIN -
JEWEL Productions INC
1600 Broadway New York City
L. J. REISS

An Open Letter to

MR. EUGENE ROTH

CALIFORNIA THEATRE-SAN FRANCISCO, CAL.

MY DEAR MR. ROTH:—

The last time you were in New York you were so busy (and I was, too), that we didn't get much of an opportunity to discuss your hobby of big pictures.

I understand perfectly the high standard on which you conduct your magnificent California Theatre, truly the pride of all San Francisco.

I know of the personal touches and the refinement that pervades The California. I congratulate you on establishing so high a standard for your house and sticking to it in spite of the cost.

I also agree with you on the value of big features, i. e., productions that constitute supreme entertainment for the patrons of The California.

I know that you are not, and never were, influenced by the reputations of stars, placing your faith in the value of the entertainment dispensed to your people.

That's precisely and exactly why I call your personal attention to the extraordinary entertaining powers of our latest Universal Special Attractions, which include Dorothy Phillips in "The Talk of the Town"—Harry Carey in "Three Mounted Men"—Priscilla Dean in "Kiss or Kill" and "The Wildcat of Paris"—Mae Murray in "Danger, Go Slow"—Harry Carey in "Roped."

Every one of these pictures is a big picture, suited to the high class clientele of The California. Each is Special in every sense of the word, if my personal knowledge of pictures means anything.

Each is a Special Box Office attraction of 100 per cent. character. The pictures will prove it to your own eyes and judgment.

Now will you do me the favor of reviewing these Universal Special Attractions at our offices at 121 Golden Gate Avenue, where our Mr. Markowitz will arrange a private showing? I will await your opinions with interest.

Very cordially yours,

Carl Laemmle

P. S.—Next time you visit New York, we will allow nothing to interfere with our little chat.

Just a few of the New York

The Big 3 of

Hearst Screen Universal

MARCUS LOEW'S CIRCUIT

MANHATTAN AND BRONX.

American Roof, 42d St., corner 8th Ave.
American, 42d St., corner 8th Ave.
Boulevard, Southern Boulevard, near Washington Ave.
Orpheum, Third Ave. and 87th St.
National, Bergen and Westchester Aves.
Victoria, 125th St., near 7th Ave.
Lincoln Square, Broadway and 66th St.
Greeley Square, 6th Ave. and 30th St.
Delancey Street, Delancey St. and Suffolk.
Avenue B, Avenue B and 5th St.
West End, 125th St. and St. Nicholas Ave.
New York, Broadway and 45th St.
86th Street Theatre, 86th St. between 3d and Lexington Aves.
Circle, Broadway and 59th St.
116th Street, 116th St., between 3d and Lexington Aves.
42d Street, 42d St. and Lexington Ave.

BROOKLYN

Broadway, Broadway, near Myrtle Ave.
Fulton, Fulton St. and Nostrand Ave.
DeKalb, DeKalb Ave., near Broadway.
Warwick, Jerome and Fulton Sts.
Palace, East New York and Douglas.
Bijou, Smith and Livington Sts.
HOBOKEN, N. J., Lyric, Hoboken, N. J.
NEW ROCHELLE, N. Y., New Rochelle Theatre, New Rochelle, N. Y.

WM. FOX CIRCUIT

MANHATTAN AND BRONX.

Crotona, Tremont and Park Aves.
Nemo, 2834 Broadway.
Audubon, Broadway and 165th St.
Star, Lexington Ave. and 107th St.
Washington, Amsterdam Ave. and 149th St.
City, 114 East 14th St.
Academy of Music, Irving Place and 14th St.
Japanese Garden, 110th St. and Broadway.

BROOKLYN.

Comedy, 194 Grand St.
Bay Ridge, 72d St. and Third Ave.
Bedford, Bedford Ave. and Bergen St.
Folly, Broadway and BFlushing Aves.
Jamaica, Jamaica, L. I.
Ridgewood, Brooklyn, N. Y.

B. S. MOSS THEATRES

MANHATTAN AND BRONX.

Hamilton Theatre, B'way & 146th St.
Jefferson Theatre, 214 E. 14th St.
Prospect Theatre, 853 Prospect Ave.
Regent Theatre, 1906 7th Ave.

BROOKLYN.

Flatbush Theatre, Flatbush and Church Aves.

MANHATTAN.

Strand Theatre, Broadway and 47th St.
Rivoli Theatre, Broadway and 49th St.
American Movies, 31 Second Ave.
Arena, 8th Ave. and 40th St.
Arch, 402 Third Ave.
Atlantic, 116th St. and Tth Ave.
Audubon, 165th St. and Broadway.
Bunny, 146th St. and Broadway.
Broadway, 41st St. and Broadway.
Bushman, 110th St. & Manhattan Ave.
City Hall, Park Row.
Bayard, Bowery.
Beauty, 1324 Amsterdam Ave.
Comedy, 46 E. 14th St.
Comedy, 1931 Broadway.
Classic, 564 W. 181st St.
Cozy, 124th St. and Eighth Ave.
Central, 771 Ninth Ave.
Claremont, 135th St. and Broadway.
Casino Playhouse, 144 Second Ave.
Crontona, 177th St. and Park Ave.
Cherokee, 1556 irst Ave.
Costello, Fort Washington, 159th St.
Dome, 117th St. and Third Ave.
Dyckman, 207th St. and Sherman Ave.
East Side Beauty, Av. A & E, 15th St.
Eagle, 1852 Third Ave.
81st Street Theatre, 81st St. & B5way.
Electra, Third Ave. and 75th St.
Empress, St. Nicholas Ave. & 181st St.
Golden Rule, Rivington St.
Windsor, 823 Third Ave.
Greenwich, 121 Christopher St.
Grant, 11 W. 116th St.
Grand Central, 43d St. and Third Ave.
Gem, 529 Eighth Ave.
Harlem 5th Ave., 110th St. & 5th Ave.
Harlem Strand, 115 E. 125th St.
Hudson, 157th St. and Amsterdam Av.
Joyland, 207 Third Ave.
King, Third Ave. and 125th St.
Keystone, 100th St. and Broadway.
Lyceum, 906 Third Ave.
Lincoln, 58 W. 135th St.
M and S, 8 Delancey St.
Madison, 1482 Madison Ave.
Movies, 248 W. 148th St.
M and S, 31 Second Ave.
Morningside, 116th St. and 8th Ave.
Majestic, 185th St. & St. Nicholas Av.
National Winter Garden, E. Houston.
Novelty, 683 Sixth Ave.
Newmarket, 30th St. and 6th Ave.
New 14th St., 235 E. 14th St.
Orient, 111 W. 125th St.
Orpheum, Second Ave. and 8th St.
Odean, 15th St. and Eighth Ave.
Odeon, 145th St. and Eighth Ave.
Palace, 133 Essex St.
Palace, 2404 Second Ave.
Palace, 1316 St. Nicholas Ave.
Progress, 1892 Third Ave.
Rex, 217 East 67th St.
Regun, 116th St. and Lenox Ave.
Rose, 102d St. and Amsterdam Ave.
Riveria, 97th St. and Broadway.
Savoy, 112 West 4th St.
72d St. Playhouse, 346 East 72d St.
Screen, 2414 Eighth Ave.

Book Them Today

Theatres that have Booked the News World

News Telegram Current Events

Schuyler, 83d St. and Broadway.
Superior, 403 East 81st St.
Symphony, Broadway and 95th St.
Universal, Bowery and Hester St.
Victor, 1187 First Ave.
Victory, Third Ave. and 156th St.
Variety, 110 Third Ave.
Venice, Park Row and Bowery.
Village, 115 Eighth Ave.
Windsor, 412 Grand St.
Yorkville Casino, 86th St. and 3d Ave.
Ye Drury Lane, 615 Eighth Ave.

BROOKLYN.

American, 910 Manhattan Ave.
American, E. 92d St. and Flatbush Av.
Amphion, 437 Bedford Ave.
Avon, 289 Ninth St.
Bunny, 341 Flatbush Ave.
Brevoort, Bedford Av. and Brevort Pl.
Comedy, New York Av. and Fulton St.
Cumberland, 327 Cumberland St.
Concord, 3192 Fulton St.
Colonial, Fifth Ave.
Carleton, 292 Flatbush Ave.
Cortelyou, 1542 Cortelyou Road.
Ditmas, 115 Ditmas Ave.
Decatur, 1606 Broadway.
Duffield, 249 Duffield St.
Decatur, 610 Hamburg Ave.
Eden, Brooklyn.
Elite, Montauk and Pitkin Aves.
Eagle, 43d St. and 16th Ave.
Evergreen, Myrtle & Evergreen Aves.
Franklin, Franklin and DeKalb Aves.
Fulton Aud., 1298 Fulton St.
Grand, Third Ave. and 40th St.
Greenpoint, 257 Driggs Ave.
Garden, 740 Manhattan Ave.
Garden, 303 Grand St.
Garden, 46th St. and New Utrecht Av.
Globe, 7 Sumpter St.
Hanover, 571 Fulton St.
Happy Hour, 234 Columbia St.
Henderson, Surf Ave.
Hendricks, Hendricks and Pitkin Ave.
Hooper, 373 South Fourth St.
Hopkinson, 482 Hopkinson Ave.
Hamilton, 165 Hamilton Ave.
Huntington, 284 Hamilton Ave.
Imperial, 689 Halsey St.
Irving, 1525 Myrtle Ave.
Ideal, 60 Fourteenth St.
Jefferson, 811 Myrtle Ave.
Chester, 1671 itkin Ave.
Linden, 815 Flatbush Ave.
Lee Roy, Fulton St.
Lyric, 800 Union St.
Midwood, 1307 Ave. J.
Metropolitan, 168 Manhattan Ave.
Miller, 357 Saratoga Ave.
Marcy, Marcy Ave. and Broadway.
Marathon, 188 rospect Park West.
Nassau, 337 Grand St.
Nostrand, 657 Nostrand Ave.
U. S. Naval Reserve, Bay 17th St.
Classic, Fulton St., Marcy Ave.
New Albany, 1070 St. John's Pl.
Oxford, 552 State St.
Olympic, 342 Adams St.
Peerless, 5612 Fifth Ave.
Parkside, 728 Flatbush Ave.
Pleasure Land, 1272 Broadway.
Park, 44th St., Fifth Ave.
Parkview, 15th St., P. P. West.
New Parkway, 243 Schenectady Ave.
Plaza, 301 Grand St.
Prospect, Prospect Ave.
Progress, 118 Graham Ave.
Palace, 14th St., Seventh Ave.
Reel, 281 Graham Ave.
Regent, 1215 Fulton St.
Sylvia, 513 Fiftieth St.
Sheridan, 1149 Liberty Ave.
Scenic, 500 Atlantic Ave.
Sheffield, 308 Sheffield Ave.
T. N. F., East 16th St., Newkirk Ave.
Tip-Top, 357 Hamburg Ave.
Sixteenth St., 16th St., 5th Ave.
U. S., 856 Gates Ave.
Vermont and Miller, Pitkin Ave.
Whitehouse, 2 Whipple St.
Windsor Terrace, 1224 Prospect Ave.
West End, 52d St., New Utrecht Ave.

REMEMBER

People go to the theatre that shows the biggest news first.

UNIVERSAL FILM MFG. CO.

1600 Broadway, N. Y. CARL LAEMMLE, Pres.

Add Your Name to this And Get The

BRONX.

Ark, 1077 Southern Boulevard.
Apollo, 747 East 180th St.
Bronx Strand, 827 Westchester Ave.
Booth, 180th St. and Boston Road.
Belle Paree, 414 East 149th St.
Bronx, 3873 Third Ave.
Crescent, 1175 Boston Road.
Concourse, 207 Fordham Road.
Elsmere, 1924 Crotona Parkway.
Elkwood, 1516 Southern Boulevard.
Empire, 161 Westchester Ave.
Empire, 181st St. and Westchester Av.
Lyric, 4367 Third Ave.
Miracle, 752 Melrose Ave.
McKinley Square, 169th St., Boston Rd.
Osceola, 258 St. Ann's Ave.
Pictorium, 941 East 180th St.
Peerless, 314 East 138th St.
Paradise, 167th St. and Teller Ave.
Tremont, 1942 Webster Ave.
Tuexdo, 5401 Webster Ave.
Tiffany, 1007 Tiffany St.
U. S., 195th St. and Webster Ave.

NEW JERSEY.

Ampere, East Orange.
American, Newark.
Belleville, 80 Belleville Ave., Newark.
Bijou Dream, Newark Av., Jersey City
Brighton, 385 Dodd St., East Orange.
Bishop, Hoboken.
Band Box, 900 S. Orange Av., Newark.
Court, Newark.
City, 510 First St., Hoboken.
Crescent, Chrone, New Jersey.
Crescent, Ridgefied Park, New Jersey.
Casino, 554 Newark St., Jersey City.
Fox Carleton, Market St., Newark.
Criterion, Central Ave., Newark.
Carney Hall, Columbia Av., Grantwood
De Luke, 404 S. Orange Ave., Newark.
Eureka, 250 First St., Hoboken.
Empire, Red Bank.
Auditorium, Fort Lee.
Forest Hill, Newark.
Grand, 16th St., Springfield, Newark.
Garden, Newark.
Grand, Kearney.
Garden, Paterson.
Grand, Long Branch.
Halstead, 524 Central Ave., Newark.
Haskell Playhouse, Haskell.
Lyceum, 290 Springfiel Ave., Newark.
Lyric, 525 East Jersey St., Eizabeth.
Lyric, 211 Market St., Newark.
Lyric, 134 Maine St., Rahway.
Lyric, 202 W FrontS., Plainfield.
Lincoln, Newark.
Lerber's, Lakewood.
Lyric, Bayonne.
Lyceum, Bayonne.
Liberty, 401 First St., Hoboken.
Lincoln, Bloomfield, N. J.
Lyons Park, Morris Park.
Lincoln, Hacksenack Plank Rd., Union Hill.
Liberty, 184 Ferry St., Newark.
Liberty, 47 Newark Ave., Jersey City.
Lyric, Butler, N. J.
Liberty, Elizabeth, N. J.
Monticello, Monticello Av., Jersey City.
Metuchen, Metuchen, N. J.
National, 182 Belmont St., Newark.
New Apollo, Jackson Av., Jersey City.
Nemo, Closter.
Orient, 650 Ocean Ave., Jersey City.
Opera House, New Brunswick.
Pleasant Hour, Passaic, N. J.
Preventorium, Farmingdale, N. J.
Plaza, 517 West Side Av., Jersey City.
Playhouse, Arlington, N. J.
U. S. Palace, Orange, N. J.
Park, East Rutherford, N. J.
Plainfield, Plainfield, N. J.
Royal, 491 Broad St., Newark.
Royal, 841 Elizabeth Ave., Elizabeth.
Regent, 250 Jackson Ave., Jersey City.
Royal, Perth Amboy.
Rialto, Passaic, N. J.
Regent, Clifton, N. J.
Scenario, 581 Orange St., Newark.
Summit Av., Summit Av., W. Hoboken.
Strand, New Brunswick, N. J.
Strand, Orange, N. J.
Strand, Market St., Newark.
Savoy, Newark.
Strand, Bayonne.
Terminal, Newark.
Temple, Union Hill, N. J.
U. S. City, 127 North St., Newark.
U. S. Photoplay, 284 Main St., Paterson.
Victoria, 257 S. Orange Ave., ...ewark.
Victor, 128 Hamburg Ave., Newark.
Washington, 137 Main St., Paterson.
Wilson, Bergenline Ave., Jersey City.

LONG ISLAND.

Arena, Astoria.
Columbia, Far Rockaway.

Hearst News--Screen Telegr

Book today

UNIVERSAL FILM MFG. CO.

1600 Broadway, N. Y.
Carl Laemmle, Pres.

List of "Scoop" Theatres

Biggest News First

Flushing, Flushing.
Glen, Glen Cove.
Garden, Richmond Hill.
Howlands, Rockaway.
Edwards, East Hampton.
Manor, Woodhaven.
Cedar, Richmond Hill.
Metro, Front St., Greenpoint.
Majestic, 2903 Jamaica Av., Richmond Hill.
New Meriden, Astoria.
Opera House, Central Moriches.
Plaza, Grove St., Freeport.
Palace, Huntington.
Palace, Corona.
Parkway, 1163 Jamaica Ave., Woodhaven.
Park, Rockaway Park.
Regent, 232 13th Ave.
R. B. C., Rockville Center.
Unique, Patchogue.

WESTCHESTER AND OUTSIDE.

Auditorium, Harrison, N. Y.
Broadway, Newburgh, N. Y.
Broadway, Yonkers, N. Y.
City, Highland Falls, N. Y.
Hamilton, Yonkers, N. Y.
Lyric, Kingston, N. Y.
Little, Tuckahoe, N. Y.
Music Hall, Tarrytown, N. Y.
Orpheum, Yonkers, N. Y.
Orpheum, Rondout, N. Y.
Opera House, Kingston, N. Y.
Playhouse, Hudson, N. Y.
Playhouse, Mt. Vernon, N. Y.
Proctor's, Portchester, N. Y.
Riverdale, Yonkers, N. Y.
Victoria, Ossining, N. Y.
Stratton, Littletown, N. Y.
Strand, Portchester, N. Y.
Strand, White Plains, N. Y.
Vassar, Poughkeepsie, N. Y.
Castleton, Staten Island, N. Y.
Westchester, Mt. Vernon, N. Y.

CONNECTICUT.

Star, Meriden, Conn.
Strand, Bridgeport, Conn.
Gem, Naugatuck, Conn.
Opera House, Winsted, Conn.
Bijou, Bridgeport, Conn.
Palace, Bridgeport, Conn.
Pequot, New Haven, Conn.
Bostwick, Bridgeport, Conn.
White Way, New Haven, Conn.
Alhambra, Torrington, Conn.
Dreamland, New Haven, Conn.
Barnum, Bridgeport, Conn.
Dixwell, New Haven, Conn.
Life, New Haven, Conn.
Palace, Windsor Locks, Conn.
Town Hall, Ridgefield, Conn.
Top Notch, Beacon Falls, Conn.
Opera House, Wallingford, Conn.
Empire, Bridgeport, Conn.
Rialto, Waterbury, Conn.
Poli Palace, New Haven, Conn.
Poli, Hartford, Conn.
Poli, Springfield, Conn.
Majestic, Hartford, Conn.
Lyceum, New Britain, Conn.
Grand, Middletown, Conn.
Hippodrome, Bridgeport, Conn.
Bristol, Bristol, Conn.
Liberty, Bridgeport, Conn.
American, Bridgeport, Conn.
Strand, Walnut Beach, Milford, Conn.
Shelton, Shelton, Conn.
Lawrence, New Haven, Conn.
De Witt, New Haven, Conn.
Tremont, Ansonia, Conn.
Park, Hartford, Conn.
Crown, Hartford, Conn.
Bijou, Holyoke, Conn.
Strand, Bridgeport, Conn.
Life, Meriden, Conn.
Globe, New Haven, Conn.
Lyric, New Haven, Conn.
Carroll, Waterbury, Conn.
White City, New Haven, Conn.
Dreamland, New Haven, Conn.
Winchester, New Haven, Conn.
Alhambra, Waterbury, Conn.
Crystal, New Haven, Conn.
Scenic, New Britain, Conn.
Garden, Waterbury, Conn.
Bijou, New Haven, Conn.
Orpheum, West Haven, Conn.
Princess, Hartford, Conn.
Middlesex, Middletown, Conn.
Taylor O. H., Danbury, Conn.
Garden, New Haven, Conn.
West End, Bridgeport, Conn.
Art, Seymour, Conn.
Elite, Bridgeport, Conn.
Orpheum, Bridgeport, Conn.
Majestic, Easthampton, Conn.
Fulton, New Brighton, Conn.
Rialto, Stamford, Conn.

am--Universal Current Events

UNIVERSAL
FILM MFG. CO.
1600 Broadway, N. Y.
Carl Laemmle, Pres.

Book today

S-C-O

WE said we would—we did—and here they are! Did you get them? A clean scoop on Mr. Wilson's arrival in Brest, released in the first edition of the Hearst News in New York, Dec. 24th—a clean scoop on the Paris pictures, released in the Screen Telegram, Dec. 26th.

What better proof of leadership do you want?

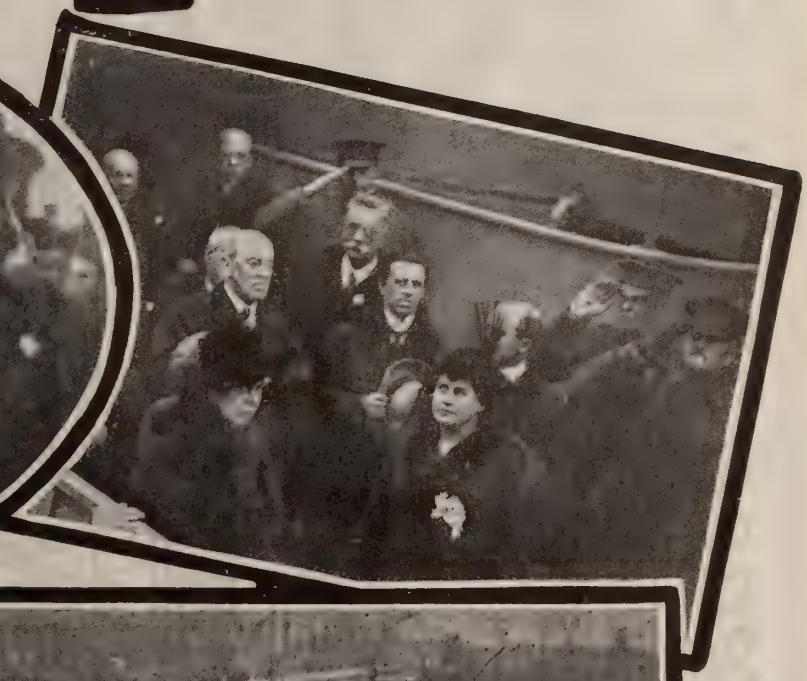
HEARST NEWS

SCREEN TELEGRAM

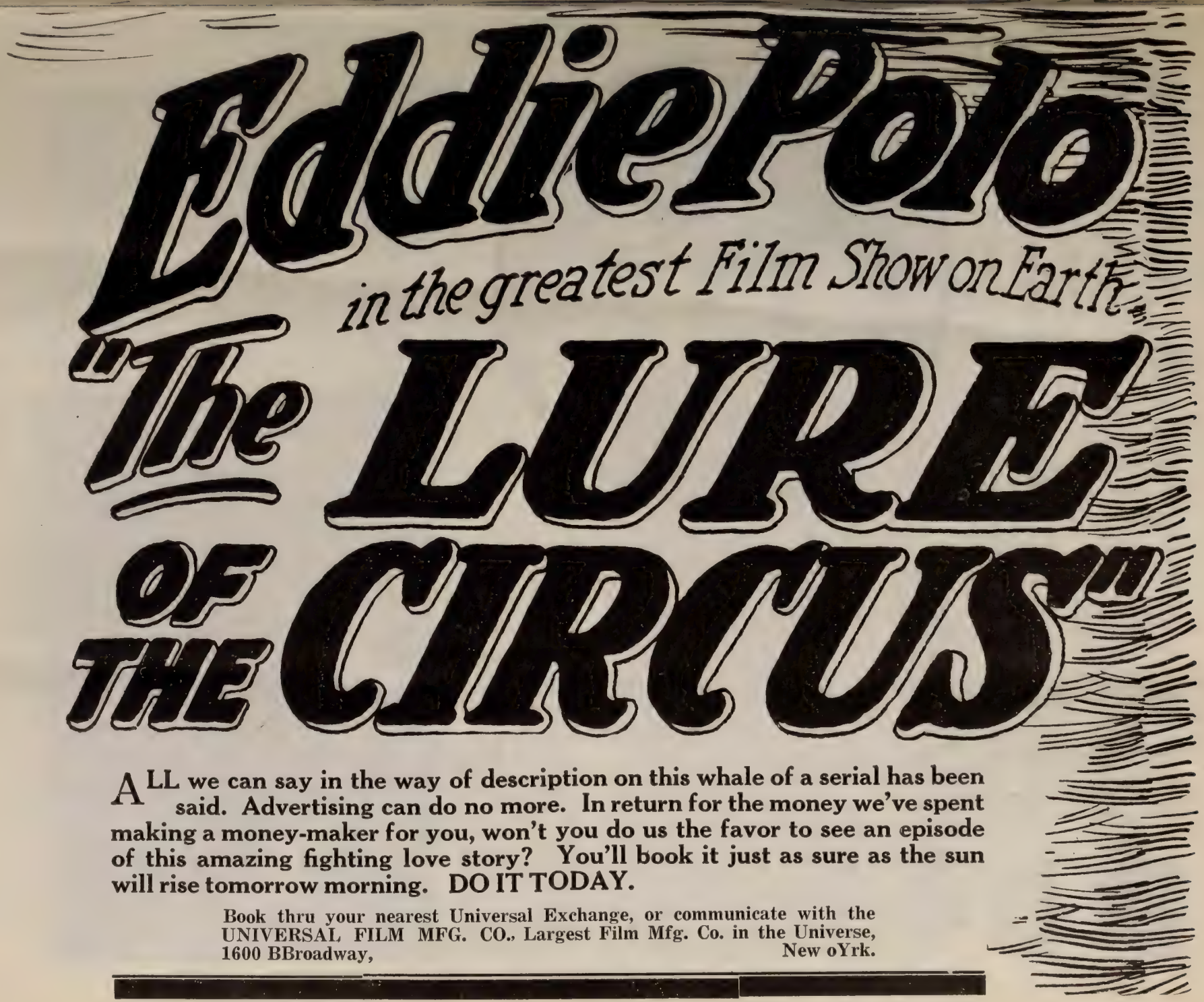
UNIVERSAL CURRENT EVENTS.

Book thru your Universal Exchange, or communicate with the UNIVERSAL FILM MFG. CO., Largest Film Mfg. Co. in the Universe, Carl Laemmle, President, 1600 Broadway, New York.

o-p !



An Actual Scene from this Serial.



ALL we can say in the way of description on this whale of a serial has been said. Advertising can do no more. In return for the money we've spent making a money-maker for you, won't you do us the favor to see an episode of this amazing fighting love story? You'll book it just as sure as the sun will rise tomorrow morning. DO IT TODAY.

Book thru your nearest Universal Exchange, or communicate with the UNIVERSAL FILM MFG. CO., Largest Film Mfg. Co. in the Universe, 1600 BBroadway, New oYrk.

THE MOVING PICTURE WEEKLY
A MAGAZINE FOR MOTION PICTURE EXHIBITORS
Published Weekly by the MOVING PICTURE WEEKLY PUB. CO.
1600 BROADWAY, NEW YORK CITY
PAUL GULICK, *Editor* JOE BRANDT, *Bus. Mgr*
(Copyright 1918, Universal Film Mfg. Co. All Rights Reserved)
Vol. 7. JANUARY 11, 1919. No. 21

Polo's Progress

Star of "The Lure of the Circus" on Wonderful Transcontinental Tour of Theatres, Running the Serial, Meets With Tremendous Ovations.

EDDIE POLO, featured in the late Universal serial, The Lure of the Circus," continues to be a big drawing card wherever he goes on his trip from New York to Los Angeles.

Manager McAleer, of the Universal Exchange at Pittsburgh, received the following telegram from Manager G. J. Schweitzer, of the Century Theatre, Pittsburgh, which tells partially of Mr. Polo's success in the Smoky City. The telegram:

"The World's yours. Early arrival of Polo saved brass rails, chairs, doors. Stopped ticket sale at seven. Demonstration a duplicate of Victory Day. Appreciate your earnest endeavors to avoid disappointment."

In addition to his appearances at the Century, Mr. Polo addressed audiences at the Minerva, Academy, Lyric, Avenue, Strand, Carson and Mars. In connection with his appearances at the theatre, Mr. Polo posed for moving pictures with Major E. V. Babcock, Safety Commissioner F. Prichard and Police Captain Marshall.

New Bust Line Cut of Polo.

The Alhambra Theatre Where Polo Played a Matinee.

In Toronto, Mr. Polo appeared at a dozen theatres, attracting capacity crowds to each appearance, despite weather conditions, which were not favorable.

In Cleveland, where Eddie Polo spent a Saturday afternoon, the Alhambra Theatre was his headquarters and principal stamping ground. The accompanying photograph shows the star of "The Lure of the Circus" in front of the Alhambra but seated upon such a steed as no circus man could possibly reconcile with the dignity either of a star or of a circus performer. All day the Alhambra did a turn-away business and Eddie made three appearances in front of the theatre in the afternoon and three on the stage. You would have thought that the freedom of the City of Cleveland had been handed to him on a silver platter.

Scenes from Universal Current Events

NEW YORK AMERICAN—*A Paper for People Who Think*—FRIDAY, DECEMBER 27, 1918 5

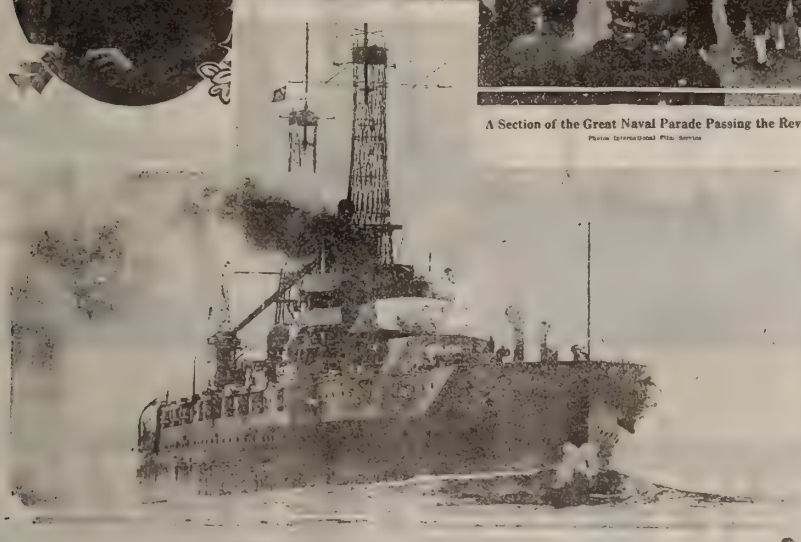
New York Gives Glorious Welcome to the Fighting Fleet of Uncle Sam

MIGHTY SHIPS APPLAUDED AT SEA REVIEW—LAND PARADE OF CREWS EVOKES WILD ENTHUSIASM

Motion pictures of the welcome extended our fleet will be shown in the Universal Current Events Saturday, issued by the International Film Service, released by the Universal Film Manufacturing Company.

A Section of the Great Naval Parade Passing the Reviewing Stand at Forty-second Street and Fifth Avenue - Admiral Mayo in Insert.

Photos International Film Service



The Trim Dreadnought Arizona Steaming to Take Her Place in the Line for Review

Secretary Baker, Mayor Hylan and Secretary Daniels in the Stand.

The Big Fleet of Warships Lined Up for Review in the North River—A Section of the Crowd Watching from the Shore—"Old Glory" Everywhere.

Photo Paul Thompson

The Reduction of a Full Page of Publicity in the American for Current Events and for You, Mr. Exhibitor.

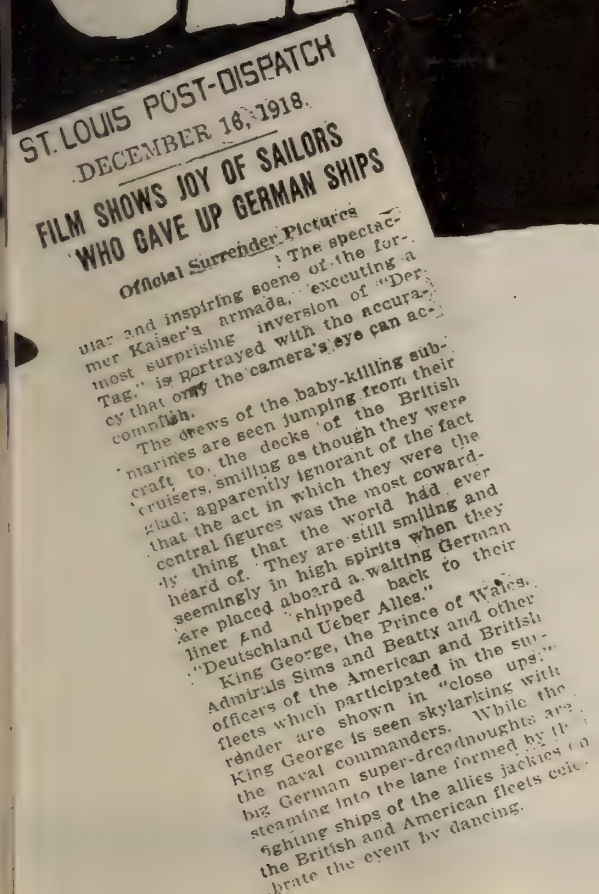
First

"THE SURRENDER OF THE

READ THIS DESCRIPTION

WE can't say it too often—news is news only when you show it first. Those wise exhibitors who grabbed this wonderful thousand feet the day it was released made reputations for hustling that are going to mean real money to them for everything they show from now on. But it isn't too late—it never will be too late to show your people the biggest historical event of the century. Book it now—today—this minute!

As Usual "GERMAN FLEET"



ST. LOUIS POST-DISPATCH

DECEMBER 16, 1918.

FILM SHOWS JOY OF SAILORS WHO GAVE UP GERMAN SHIPS

Official Surrender Pictures

ular and inspiring scene of the former Kaiser's armada, executing a most surprising inversion of "Der Tag," is portrayed with the accuracy that only the camera's eye can accomplish.

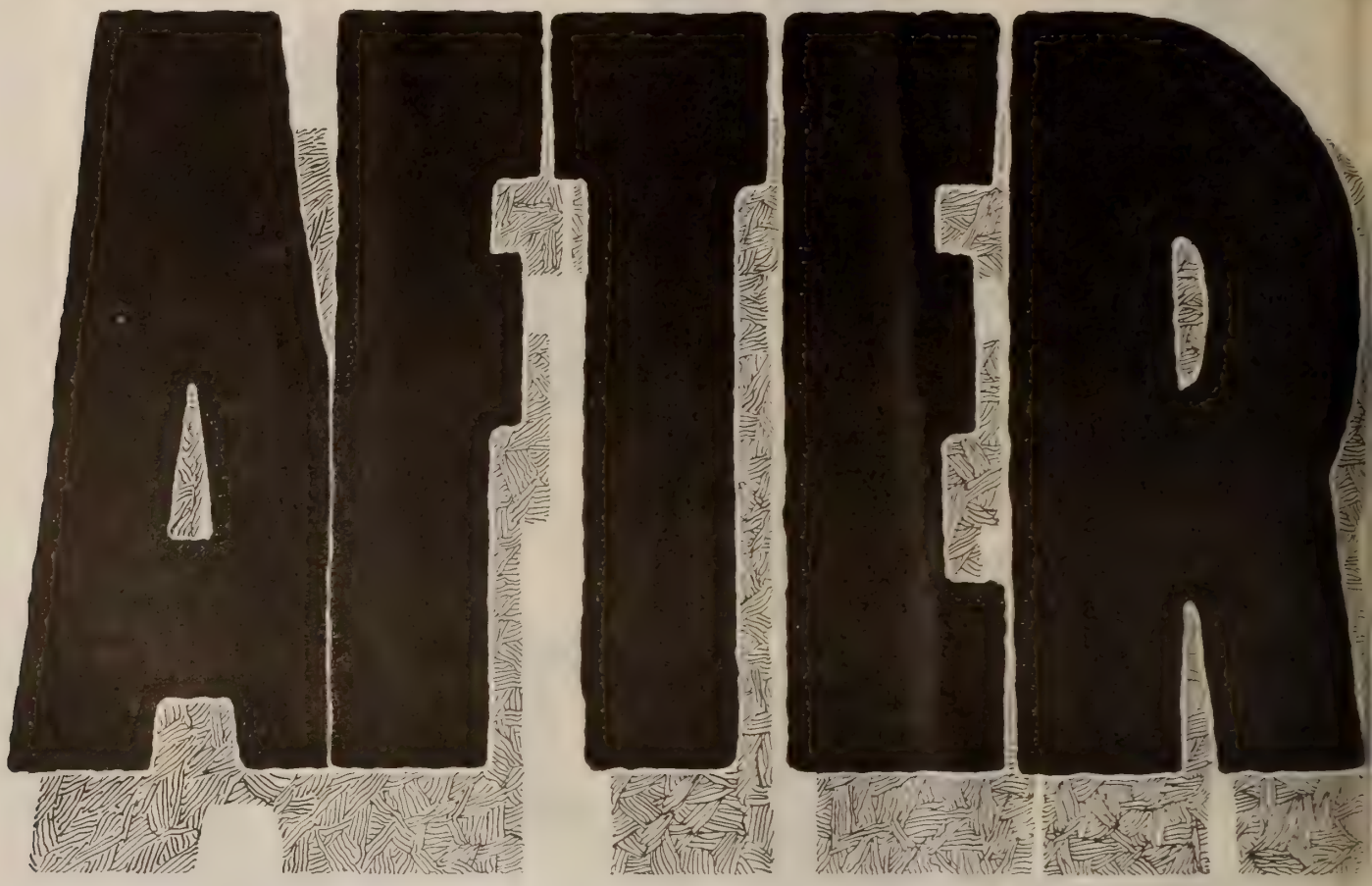
The crews of the baby-killing submarines are seen jumping from their craft to the decks of the British cruisers, smiling as though they were glad; apparently ignorant of the fact that the act in which they were the central figures was the most cowardly thing that the world had ever heard of. They are still smiling and seemingly in high spirits when they are placed aboard a waiting German liner and shipped back to their "Deutschland Ueber Alles."

King George, the Prince of Wales, Admirals Sims and Beatty and other officers of the American and British fleets which participated in the surrender are shown in "close ups." King George is seen skylarking with the naval commanders. While the big German super-dreadnoughts are steaming into the lane formed by the fighting ships of the allies jackies on the British and American fleets celebrate the event by dancing.

HERE'S a picture that no one will ever forget—here's the scoop picture—here's the biggest news reel of its kind ever made—covered by the title that will stop every man, woman and child that passes your house. Nail it down now. Show it as quick as you can.

Book thru your nearest Universal Exchange, or communicate with the UNIVERSAL FILM MFG. CO., Largest Film Mfg. Co. in the Universe, Carl Laemmle, Pres., 1600 B'way, N. Y.

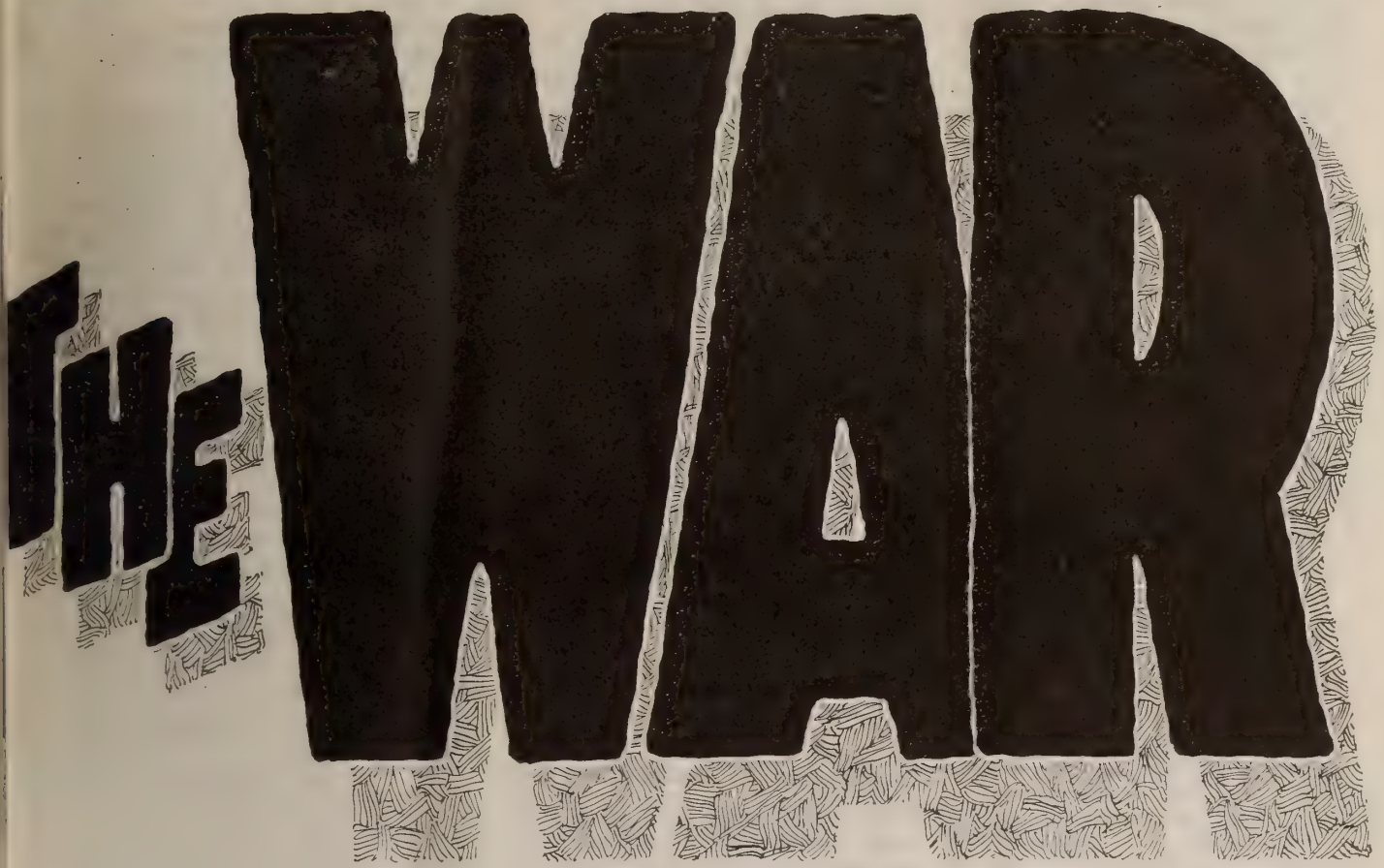
The Sensational Photo



BOUGHT from the Argosy Film Company and to be released January 13th as a Universal Special Attraction—the sensational Photo-drama of the Hour—"AFTER THE WAR." Because this is a big picture. Because it has been beautifully staged. Because "AFTER THE WAR" is a product of the man-and-woman side of the great conflict, now filling people's minds with its tremendous questions. Because "AFTER THE WAR" is one of those rare pictures that can't be forgotten—that everybody will talk about—that everybody will be glad is now a

UNIVERSAL SPECIAL ATTRACTION

Drama of the Hour



WE bought this great drama because we know it will make money for you, and we want that money-making name for Universal Special Attractions, whether we make the picture or not. So we've held up a very fine Attraction on our schedule and released "AFTER THE WAR" in its place—to be timely—to give you a great picture at no increase in price—to please your people—to show you that we know how to buy for you as well as produce—in short, to give you a picture that will pay you well to run at your very first opportunity.

Book it thru your nearest Universal Exchange today. Or communicate with

UNIVERSAL FILM MFG. COMPANY,
Largest Film Mfg. Co. in the Universe, Carl Laemmle, Pres.,
1600 Broadway, New York.

Press Sheet FOR VIOLET MERSEREAU i

THE STORY.

(Copyright, 1918, by Bluebird Photoplays, Inc.)

DOLORES WINTHROP can not understand why the great house in which she lives on a lonely little equatorial island south of the equator never was finished. Blanca de Castro, her aunt, refuses to tell her, saying that Dolores will know some day.

The builder of the house is known in O' Compo, a little town on the mainland, as the "Mad American," grief having destroyed his reason. He disappears occasionally, bringing back with him diamonds in the rough. An unscrupulous villain, Don Pedro, seeks to learn where the man's mine is located. A chance word by the demented man prompts Don Pedro to go to Winthrop Island.

On the island also is Spencer Crosby, of New York, a young and enthusiastic bug hunter. Through "One-Eyed Mike," the ferryman who brings food to the island for Dolores and Blanca daily, Crosby learns all about the girl and her aunt. He meets Dolores and they fall in love.

When Don Pedro arrives on the island, he tells Blanca that Winthrop is ill in O' Compo and has sent him for maps of the diamond mine. Blanca distrusts him and orders him from the island. There is a fight. Blanca is wounded fatally. Don Pedro is about to carry Dolores away when Spencer Crosby intervenes and saves the girl. Don Pedro escapes, however. Blanca, dying, reveals to the girl the mystery of her life. Spencer and Dolores leave the island to go in search for the father, the demented American, whom she never had known.

They find him in O' Compo, where the father's reason is restored and where, after a thrilling gun fight with Don Pedro and his gang, father and daughter and lover are reunited.

TRY THIS BLUEBIRD STUNT TO HELP "THE NATURE GIRL"

GET out a card for distribution among your patrons several days before your showing of "The Nature Girl" as follows:

"The story of Dolores Winthrop is all very well for fiction but do you believe any girl, in real life, would throw her arms around the first young white man she ever saw and kiss him until she made him frantic?

"Dolores Winthrop was not a wild girl. She was reared under the tutelage of a refined, cultured aunt and a governess. Do you think she would take off her dresses and run about in negligee on an equatorial island?

"Before you answer these questions, see Violet Mersereau in 'The Nature Girl' when she comes to this theatre on .....

"THE NATURE GIRL"

Story, Scenario and Direction By O. A. C. Lund.

CAST.

Dolores Winthrop.....Violet Mersereau
Blanca, her aunt
Senorita de Cordoba
Spencer Crosby.....Donald Stuart
Don Pedro.....Frank Wonderlee

BEAUTIFUL GIRL WANTED TO LOVE "ONE-EYED MIKE"

Violet Mersereau Provides Many Laughs in Latest Play, "The Nature Child."

WHY can't I have 'One-Eyed Mike' for a Romeo?"

This question, from the lips of a beautiful girl who lived in a great unfinished house on a lonely tropical island with her aunt and two servants, expressed the loneliness of Dolores Winthrop to an extent that was alarming to Blanca, the aunt. Most people would have smiled, especially after seeing Mike—a disreputable looking ferryman—but the girl's query was far from amusing to Blanca.

"It soon will be time for me to take you out into the great world," she replied, "and then you will meet many Romeos."

Dolores was a care-free child of nature who knew nothing of conventions except what she had read in books or heard from the lips of her aunt and governess. She detested the mandates of society which made her "dress up" and was happiest when she could dance and play about the island in negligee.

Dolores had been reared in ignorance of the fate of her father and of the reason why the great house never had been completed. Only Blanca knew, and she would not tell.

But one day the mystery was solved and Dolores found the happiness that comes with the love of the "right" man. She had to undergo thrilling experiences, however, before her father was restored to her. The story is depicted appealingly in "The Nature Girl," which comes to the .... theatre on ....., with beautiful Violet Mersereau in the title role. It is a Bluebird photoplay in five reels.

A lonely girl on an island near the equator solves a great problem and finds complete happiness in a thrilling picture of romance and adventure in "The Nature Girl," which comes to the ..... theatre on ..... with Violet Mersereau in the leading role.

CYCLONIC SPANISH DANCE IN "THE NATURE GIRL"

Beautiful Violet Mersereau Has Alluring Role in New Photoplay.

SHE was dancing at a carnival in the hot little equatorial town of O'Compo. As she whirled through the alluring movements of the fandango and heard the shouts of applause from the crowd of merry-makers in the little street, the Castilian blood in her became more turbulent. She forgot restraint—everything except that she was wildly happy and that she wanted to keep on and on forever. The crowd pelted her with flowers and threw streamers of colored paper at her until her beautiful face and shoulders became obscured in a mass of gayly-colored ribbons.

Then she saw a strong, handsome American face, looked into two blue American eyes, saw two firm lips parted in a smile, and rushed toward them. In her ecstasy she threw her arms about his neck and they kissed. She had met the man for whom her heart always had called. But with the kiss had come the realization that she had done a terrible thing in the eyes of her people. She had kissed a stranger of whom she knew nothing. Filled with mortification, she went home to weep.

The man came for her and they went away, as man and wife, to a little island in the ocean. They were supremely happy there in part of a beautiful home he was building. Her sister, Blanca, and two servants were with her. Then came illness, and, soon after her baby was born, she died. Crazed with grief, the husband went away and became a wandering madman. The house remained unfinished. His wife's sister stayed to care for the baby.

The years came and went and the child, Dolores, changed to a woman. The mystery of her father was kept from her. She never was permitted to gaze upon the face of any man except "One-Eyed Mike," the ferryman who brought them food from the mainland.

But one day the shroud of mystery was lifted, and, after a series of thrilling experiences that tried her soul, Dolores came face to face with her father and divided her love between him and a man who had come hunting bugs and found happiness.

This story is depicted, with wonderful photography, thrilling action and by a strong cast of screen favorites in "The Nature Girl," which comes to the ..... theatre on ....., with beautiful Violet Mersereau in the leading role.

"THE NATURE GIRL" A Bluebird Photoplay

AT A GLANCE.

STAR—Violet Mersereau.
FEATURE—"The Nature Girl."
LENGTH—Five reels.
SCENARIO—O. A. C. Lund.
STORY—O. A. C. Lund.
DIRECTED BY—O. A. C. Lund.
STAR'S PREVIOUS HITS—"Together," "The Boy Girl," "Susan's Gentleman," etc.
SUPPORTING CAST—Senorita de Cordoba, Donald Stuart, Frank Wonderlee and other well known film favorites.
LOCATION—Tropical island; equatorial town; moonlit beach.
CLASS—Drama of romance and adventure.
TIME—The present.
THUMB-NAIL THEME—The story of a beautiful girl who is kept in ignorance of her father's identity until she meets, for the first time, a white American who has frustrated the attempts of an unscrupulous villain to get control of the girl's father diamond mine.

Violet Mersereau will make her next appearance in this city as the star of "The Nature Girl," a five-reel Bluebird photoplay which comes to the ..... theatre on .....

An absorbing story of love and adventure on a tropical island has been picturized in "The Nature Girl," the five-reel Bluebird photoplay in which Violet Mersereau will appear at the ..... theatre on .....

ADVERTISING PUNCHES.

1—The popularity of the star, of whom it is said that she has not yet appeared in an "unsatisfactory" picture.
2—A thrilling story of love and adventure on a lonely little island near the equator.
3—The story of how an American frustrated the attempt of an unscrupulous villain to steal a diamond mine.
4—A screen romance of a girl who never looked upon the face of a young white American until he saved her from a terrible fate.
5—Beautiful photography, including tropical scenes of picturesque beaches and wooded places near the middle of the earth.
6—Thrilling scenes in which a vigorous young New Yorker falls in love with a beautiful girl under a tropical moon.
7—The mystery of an unfinished mansion started by a man whose reason was impaired by grief.

FINE SUPPORTING CAST FOR VIOLET MERSEREAU

A SUPPORTING cast comprising screen performers of more than ordinary ability has been provided for beautiful Violet Mersereau in her latest Bluebird starring vehicle, "The Nature Girl," which will be shown at the ..... theatre on.....

A notable member of the cast is Senorita de Cordoba, an actress known throughout Spain as the "Castilian Bernhardt." Senorita de Cordoba portrays the role of Blanca, the aunt of Dolores, a vivacious little girl from whom the mystery of her father's disappearance has been kept.

The villain of the picture, Don Pedro, is Frank Wonderlee, one of the most vigorous of screen actors. His characterization in "The Nature Girl," contributes much to the success of the production.

Donald Stuart handles the characterization of Spencer Crosby, the New York bug hunter with whom Dolores, the little island girl, falls madly in love at first sight.

There are many others of less prominence but of equal ability in the roles they portray.

FOR THE HERALD.

DOLORES WINTHROP can not understand why the great house in which she lives on lonely little Winthrop Island, just south of the equator, never has been finished. Blanca de Castro, her aunt, refuses to satisfy her curiosity, telling her that she will know some day.

The builder of the house is known in O' Compo, a little town on the mainland, as "The Mad American." He leaves O' Compo frequently, returning always with diamonds in the rough. Don Pedro, an unscrupulous villain, seeks to learn the location of the mine. A chance word by the demented man prompts Don Pedro to visit Winthrop Island.

It happens that Spencer Crosby, a young New York naturalist, is on the island, unknown to Dolores and Blanca, and he has heard about the two women through "One-Eyed Mike," the ferryman who brings food to the island daily. He meets Dolores and falls in love with her.

Don Pedro reaches the island and tells Blanca that the "Mad American" is ill in O' Compo and has sent him for maps of the diamond mine. Blanca, who has heard about Don Pedro in O' Compo, distrusts him and commands him to leave the island. There is a fight. Blanca is wounded fatally and Don Pedro starts to leave the island with Dolores as a captive. He is apprehended, however, by Spencer Crosby and a terrific fight ensues.

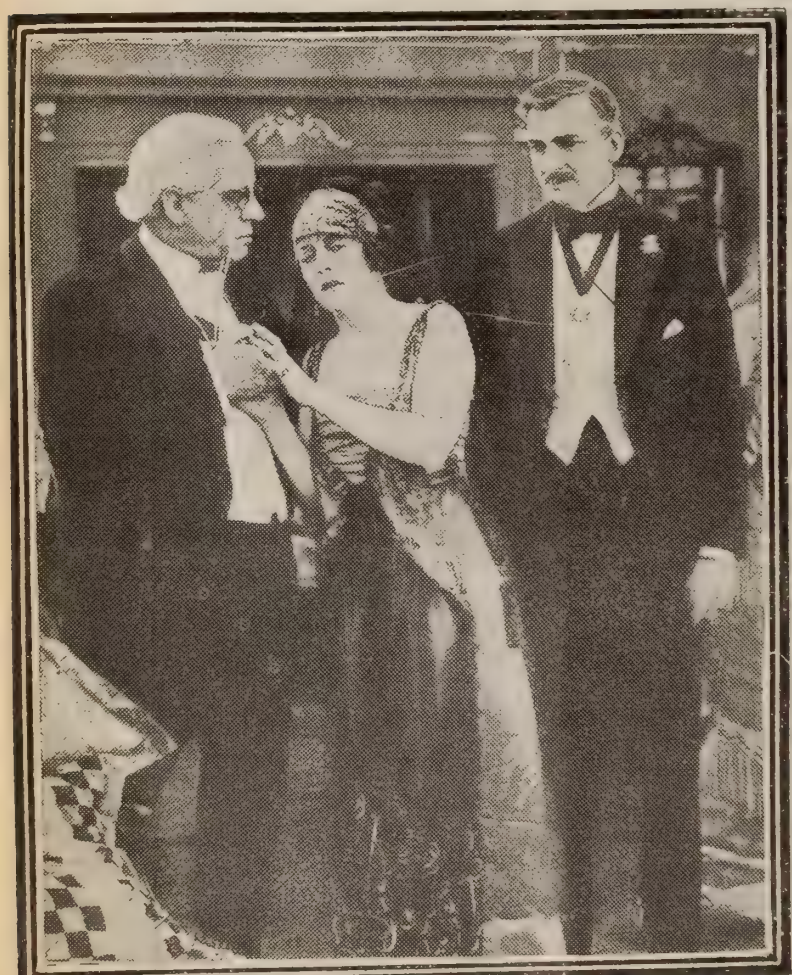
What happened? You will be thrilled by the conclusion of this story when you see "The Nature Girl" at this theatre on ....., with beautiful Violet Mersereau in the principal role.

ADVERTISING DISPLAY LINES

A man's world-wide search for love ends on a barren island.
It took the first sight of a young white American to awaken love in the heart of a beautiful girl.
A daring plot to steal a diamond mine.
See the mystery of the life of a "Mad American" solved.
Beautiful Violet Mersereau in her latest Bluebird photoplay.
The picturesque beauty of the tropics forms the setting for "The Nature Girl."
Happiness comes after a terrific fight at the end of a day dream.
Grief and the heat of a tropical town drove him insane.
She went forth to seek the father she never had seen.
And there, with the fragrance of tropical foliage in his nostrils and Dolores before his eyes, he knew that love had come—See "The Nature Girl."

Scene from the New Production "AFTER THE WAR"

Scene from the New Production "AFTER THE WAR"



Scene from the New Production "AFTER THE WAR"

Scene from the New Production "AFTER THE W

Publicity and Advertising Cuts for

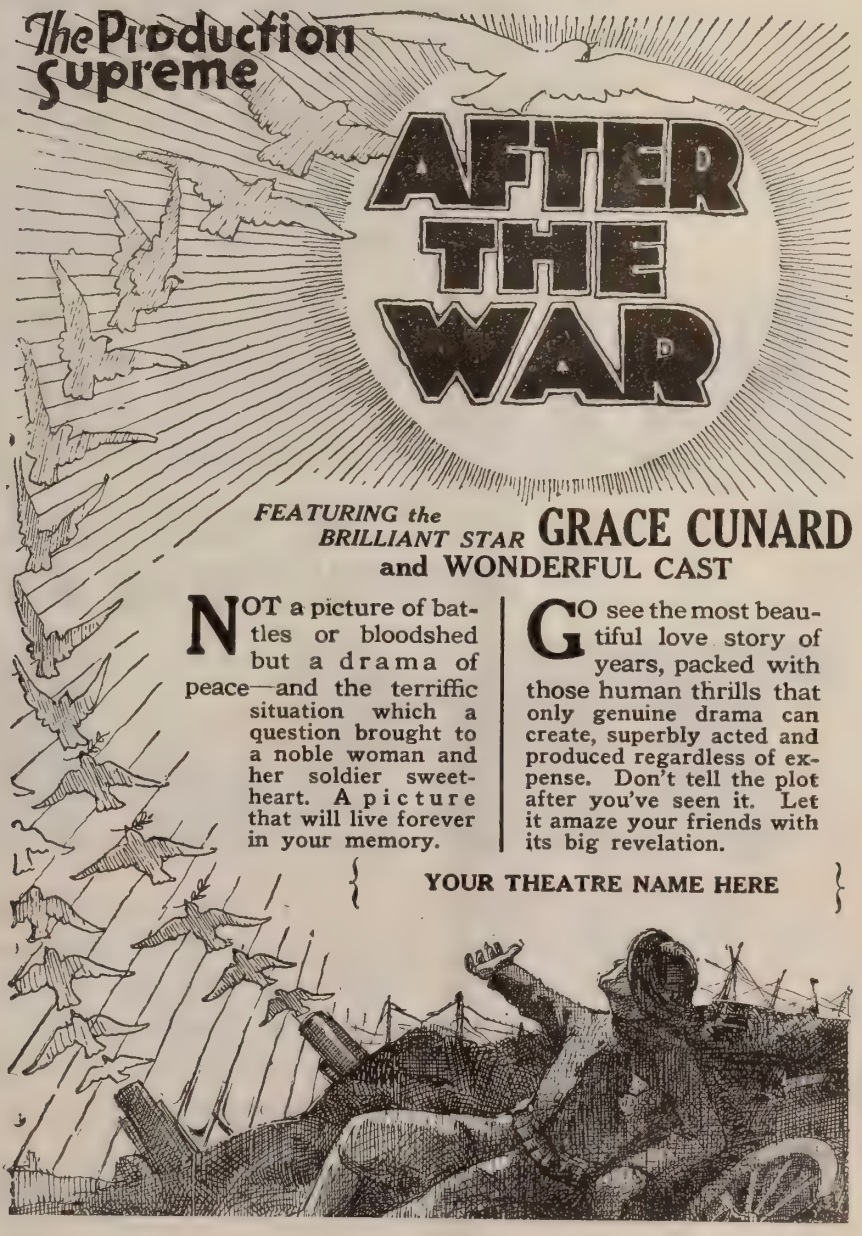
"AFTER THE WAR"

Scene from the New Production "AFTER THE WAR"

There are several that could not be shown on these pages owing to lack of space.

Scene from the New Production "AFTER THE WAR"

Scene from the New Production "AFTER THE WAR"


The Production Supreme
AFTER THE WAR
FEATURING the BRILLIANT STAR GRACE CUNARD
and WONDERFUL CAST
NOT a picture of battles or bloodshed but a drama of peace—and the terriffic situation which a question brought to a noble woman and her soldier sweetheart. A picture that will live forever in your memory.
GO see the most beautiful love story of years, packed with those human thrills that only genuine drama can create, superbly acted and produced regardless of expense. Don't tell the plot after you've seen it. Let it amaze your friends with its big revelation.
YOUR THEATRE NAME HERE

$734.00 in one day

HERE are facts. Not "opinions"—not "testimonials"—not statements as to what "KISS OR KILL" will do or might do or should do in your house. Here's the money end of it—the only real proof of the great drawing, pleasing power of this fine production. Not from a big theatre, but from a small theatre—a house with only 500 seats—the Superba of Los Angeles, December 8th. If you have more seats you'll do more business. Make arrangements today to see

Priscilla Dean

in the tantalizing
UNIVERSAL SPECIAL ATTRACTION

"KISS or KILL"

A PERFECT sample of what we mean by better story and better photography and better settings and direction. See it and make your own comparison with any picture you like for speed and lighting. Play it, then count up at your box-office. You'll know then why we call them Special Attractions.

Book thru your nearest Universal Exchange, or communicate with the UNIVERSAL FILM MFG. CO., Carl Laemmle, Pres., 1600 B'way, New York.

PRISCILLA
DEAN in
"The Wildcat of
Paris"

PRISCILLA DEAN in

UNIVERSAL SPECIAL ATTRACTION

"The WILDCAT OF PARIS"

UNIVERSAL SPECIAL ATTRACTION

UNIVERSAL SPECIAL ATTRACTION

UNIVERSAL SPECIAL ATTRACTION

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UNIVERSAL SPECIAL ATTRACTION

DOROTHY PHILLIPS in *"The Talk of the Town"*

MAE MURRAY in *"Danger-Go Slow!"*

MARY MAC LAREN in *"Vanity Pool"*

Book thru

UNIVERSAL FILM MFG. Co.

1600 Broadway, N.Y. Carl Laemmle Pres.

"The only man on her lonely island all her life had been one of stone, so when a real one came one golden day he found her truly"

"The NATURE GIRL"

Starring bewitching

VIOLET MERSEREAU

A VERY pretty, very interesting, clean picture in beautiful outdoor settings. Mystery, romance and thrills with a chuckle in them. Just the kind of out-of-the-ordinary love story that everybody likes. And Violet Mersereau makes them want to hug her. Go after this today

Book thru your nearest Universal Exchange, or communicate with the UNIVERSAL FILM MFG. CO., Carl Laemmle, President, 1600 Broadway, New York.

Publicity for "After the War"

Story by Kingsley Benedict.
Scenario by Harvey Gates.
Directed by Joseph De Grasse.

CAST.

Gerve.....Grace Cunard
Phillippe.....Edward Cecil
Karl Wetz.....Herbert Prior
Vyera.....Dora Rogers

THE STORY.

IN Paris, after the war, the life of Gerve, prima donna of the Opera Comique, is shrouded in mystery. At a benefit for war orphans, Gerve meets Karl Wetz, former German army officer, and his wife. Gerve and Wetz recognize each other. Vyera, Wetz's wife, noting this, becomes suspicious, concluding that Gerve and her husband probably had been involved in some affair in the past.

The benefit also is attended by Phillippe Sardonia, soldier sweetheart of Gerve whom she has not seen in years. Sardonia recognizes Wetz as the German officer who had saved his life one day when he was about to be executed by the Germans, and he greets Wetz warmly. Then he seeks out Gerve and tells her that he still loves her and wants her to be his wife.

Gerve loves him deeply but tells him she cannot marry him. She takes him to her home and shows him a child, her's and Wetz's. She tells him how she sacrificed herself to Wetz the day the Germans were about to execute Phillippe and that she had done it to have Wetz intervene for him. Phillippe leaves the house.

In the meantime, Wetz feels the old desire for Gerve returning. Vyera, in anguish because of her suspicions, calls upon Gerve and asks to be told the whole truth. While she is there, Wetz is announced. Vyera hides in an adjoining room. When Wetz tries to force his attentions upon Gerve, she shows him the child. Even this does not shame him. Gerve takes a revolver from a drawer. Vyera rushes in.

Frantic with jealousy, she takes the revolver from Gerve and kills Wetz. Then she realizes she has killed the man she loved and falls beside him, weeping. Gerve tells the police it was she, not Vyera, who killed Wetz, but she is freed of the charge through influence. Vyera sees in Gerve's child the likeness of the man she had slain but whom she loved, and begs Gerve for it. Phillippe returns, finds the barrier between him and Gerve removed, and they are reunited in happiness.

Grace Cunard Urges Stage Career As Training for All Movie Actors

ONE of the few motion picture stars in America who brought with her to filmdom a knowledge of acting born of years of experience on the legitimate stage is Grace Cunard. Incidentally, Miss Cunard prefers the silent to the spoken drama and would not now forsake the new love for the old.

"I think every woman who aspires to act in pictures," Miss Cunard says, "should first take a course of training on the legitimate stage. It enables a person to better qualify himself, or herself, for the exacting demands of the movie camera. Legitimate stage training also gives one a valuable knowledge of stage technique.

"I think I was less embarrassed in my first photoplay work than hundreds of girls I have seen, and less than I would have been without my stage experience."

Miss Cunard was born in Paris just twenty-five years ago. Her parents emigrated to America when Grace was a tiny baby and lived in Columbus, Ohio, for some time, where the future movie queen was educated. Always desiring to go on the stage, the little girl induced her mother to permit her to go on the road at the age of thirteen. Mother, of course, accompanied the child and she appeared in "Dora Thorne," "East Lynne," "Princess of Patches," in stock at Cleveland, Columbus and St. Louis; then with Eddie Foy, Louis Mann and in "College Days" in rapid succession, gaining knowledge of the stage which was to be of inestimable value in her future screen career.

A few years ago she received an offer to go in pictures and after much consideration (it was not considered dignified at that time to be in the movies) she played a small part for the Biograph. She liked the work so much and saw the tremendous possibilities for the future that she immediately set her heart on becoming a great screen actress.

From the Biograph she went with the Lubin, Pathe, Republic, New York Motion Picture, and four years ago joined the Universal in California. Here she has appeared in dozens of successful photoplays directed by Francis Ford. It is said that Miss Cunard not only has written the majority of these plays but also assists in directing many scenes.

She has played every rôle from tomboy to queen to good advantage in every case. Her chief hobby (and she has many) is driving her high-powered car. Another pet hobby is the collection of wonderful dogs which she owns. She raises quite a few among which are a thoroughbred English bull, a pedigreed Pekinese spaniel, a pointer and a little dwarf Alaskan spitz.

She is a beautiful golden-haired girl with a sunshiny disposition and is much loved by her associates.

"SISTER" To Mary Pickford

MISS GRACE CUNARD, star of the appealing five-reel Special feature, "After the War," has two nicknames among her friends in the motion picture production industry on the Pacific Coast. One of them is "The Princess," the other is "One of the Moore triplets." The former was conferred upon her because of her charm and refined bearing. The latter name came to her because of an altogether different reason.

Photoplay producers, as a rule, share an idea which was handed down to them by the legitimate producers —that all information should be suppressed as to whether or not their stars are married. But the photoplay public is intensely interested in the personal life of most of its favorites, and when Grace Cunard, who comes to the .....theatre on ....., was married one day to Joe Moore, the "kid" of the Moore family, it was as impossible to suppress the news as it was for the bride to keep her husband from becoming part of Uncle Sam's big fighting machine.

The combination of Kingsley Benedict, the author; Harvey Gates, scenario writer, and Joseph de Grasse, director, has been a particularly happy one in "After the War," which comes to the ..... theatre, on .....

Edward Cecil, one of the principal actors in "After the War," a Universal Special Attraction, which will be seen at the ..... theatre, on ....., has been hovering between villainy and virtue on the screen for years. He's hero here.

Advance Stories on "AFTER THE WAR"

No. 1.

GRACE CUNARD—known throughout the world wherever motion pictures are shown as "The Serial Queen"—has completed the best feature of her career in "After the War," a five-reel photoplay in which she will appear at the .....theatre on .....

"After the War" is the most distinctive production of its kind yet attempted. It is an appealing romance of the world war, without horrifying scenes of carnage. It is a depiction of a story of unusual merit, and points to one solution of one of the greatest problems growing out of the war.

What is to be done for the hundreds of children in Belgium and France today who were born, during the war, of French or Belgian mothers and German fathers—children who are living proof of the countless outrages perpetrated by Prussian invaders upon the feminine populations of the lands they despoiled?

In those countries to-day it is not uncommon to find mothers who almost detest their own children—children born in sacrifice—children who ever will remind their mothers of the horrors of invasion. There are fathers who have returned from war to find in their homes the children of their wives and German fathers. Will they tolerate these children. What will be done with them?

This situation presents a problem which will challenge the efforts of the world's most brilliant students of sociology. It is this situation which forms the main theme of "After the War," the Special production which is bound to become one of the most widely discussed photoplays.

The feature deals with the romance of Gerve, a beautiful, cultured Parisian prima donna, who had sacrificed herself to a German officer during the war, in order to save her soldier lover, Phillippe Sardonia, from execution by a German firing squad.

After the war, Phillippe, whom Gerve had not seen since the war, returns to Paris to claim her for his bride. But Gerve's child, whose father was the German officer, Karl Wetz, proves a barrier to their happiness.

The photoplay leaves nothing to be desired in its appealing depiction of a pathetic story of woman's love and sacrifice and its conclusion reveals a solution of the problem that is as logical as it is interesting. "After the War" is one of those screen dramas which will long be remembered. It will come to the .....theatre on ....., with Grace Cunard in the rôle of Gerve

No. 2.

GERVE looked at the lust-maddened creature in front of her and shuddered. She had heard of the hundreds of German atrocities upon women, but this was the first time she had been in real danger of a fate similar to that of her countrywomen.

The man, a German officer, threatened her.

"Listen," he said. "Outside that window they are preparing to execute your lover, Phillippe. I can save his life, but you must pay the price."

And, in her great love for Phillippe, Gerve sacrificed herself to Wetz.

In Paris, after the war, they met again—Gerve, Phillippe and Wetz. Phillippe thought Wetz had voluntarily saved his life, and he felt grateful to the German. Then he learned from Gerve's lips of the indignity she had been subjected to. At first he could not believe it, and left Gerve's house, broken-hearted over the thought that Gerve's child, of which Wetz was the father, would always be a barrier to their happiness.

But Wetz's wife, Vyera, had seen the flash of recognition in the eyes of Gerve and her husband when they met, and became suspicious. Then, from Gerve's own lips she heard the whole horrible story. As if that were not enough, she heard her husband give expression to the old desire for Gerve, a desire awakened by the sight of her again. Vyera rushed into the room. There was a revolver in Gerve's hand. Vyera snatched it from her, levelled it at her husband and—

There's a wonderful appealing conclusion to the story, and you'll be glad it ends happily when you see "After the War" at the ..... theatre on ....., with Grace Cunard in the leading rôle.

Grace Cunard, known throughout the world as "The Serial Queen," will appear in "After the War," a five-reel romance of a woman's sacrifice, which comes to the ..... theatre on .....

The aftermath of one of the thousands of atrocities committed by German soldiers upon women, forms the basic theme of "After the War," the five-reel photoplay which comes to the ..... theatre on ..... with Grace Cunard in the leading rôle.

An appealing romance of war, without horrifying battlefield scenes, has been produced in "After the War," which will come to the ..... theatre on .....

No. 3.

ONE of the most perplexing problems arising out of the great war has been made the basic theme of a photoplay in which Grace Cunard, known from coast to coast as "The Serial Queen," will soon appear in this city.

The feature is called "After the War" and was prepared for the screen by Harvey Gates from Kingsley Benedict's story of the same name. The story deals with the romance of Gerve, a noted prima donna of the Opera Comique in Paris.

Gerve is only one of hundreds of women of France and Belgium who were made victims of German atrocities. In order to save her soldier sweetheart, Phillippe, from execution by a German firing squad, she had sacrificed herself to a German officer, Karl Wetz.

After the war, Gerve, Wetz and Philippe meet in Paris. Phillippe tells Gerve of his unchanged love and asks her to marry him. She refuses him, realizing that her child, of which Wetz is the father, would ever be a barrier to their complete happiness.

This is only one of thousands of similar situations that are arising today. What is to be done with such children? The problem is a difficult one, but one solution of it has been depicted in an appealing manner in "After the War," in which Grace Cunard and an excelelnt supporting cast will appear at the.....theatre on .....

DURING THE SHOWING.

IN support of Grace Cunard in "After the War," which is now playing at the .....theatre, will be found that sterling character actor, Herbert Prior, one of the pillars of the profession, so to speak. Edward Cecil and Dora Rogers also play important parts and play them well.

If anyone thinks that "After the War," which is playing this week at the .....theatre is a war story, they are much mistaken. There is not a war scene or a cannon shot fired in the entire five reels.

KINGSLEY BENEDICT, who wrote "After the War," the Universal Special Attraction, at the..... theatre this week, is an actor of no mean ability himself. He particularly distinguished himself in a series of detective stories written by George Bronson Howard.

Advertising Aids on "AFTER THE WAR"

AT A GLANCE.

FEATURE—"After the War."
STAR—Grace Cunard.
BRAND—Universal Special Attraction.
STORY—Kingsley Benedict.
SCENARIO—Harvey Gates.
DIRECTED BY—Joseph De Grasse.
LENGTH—Five reels.
CLASS—Post-war Romance.
TIME—Present.
SUPPORT—Edward Cecil, Herbert Prior, Dora Rogers.
LOCATION—Luxurious hotel ballroom; richly appointed apartment; fashionable restaurant.
THUMB-NAIL THEME—The story of how love lifted a woman and a man out of despondency over a woman's sacrifice to save her lover from being executed during the war.

SUGGESTIONS FOR PUTTING IT OVER

SEE some prominent clergyman or sociologist in your community and get him to tell you, if he has not already been quoted for publication on the subject, what steps must be taken to solve the problem of caring for children born during the war as a result of atrocities upon women by German officers and soldiers.

Make an effort to get expressions of opinions as to the best means of saving these children from the humiliating taunts of having had a German father.

If the matter has not been discussel in the newspapers of your city, it would be a good idea to suggest it to some clergyman as the topic of a sermon that all the papers would be glad to publish. Then, right on top of this publicity, and while it still is fresh in the minds of the public, announce your show as one in which the solution of the problem by one woman is depicted.

Here is another idea that will prove to be a business-getter:

Get up a letter, to be written in pen and ink, in a woman's hand, on regulation social note paper, ad send it by mail or messenger to your patrons, as follows:

"Dear Madam:

"Won't you please help us decide the fate of Gerve's child?

"I wonder if you knew Gerve. Beautiful, refined—a lovable girl—and she loved Phillippe, her soldier boy. It was in France that Gerve sacrificed herself to a German officer.

"Now—well, it's the same old story. There was a baby—Gerve can't bear to think of its father, and, therefore, can't be the right sort of mother to the child.

"Won't you try to come to the .....

(End the first page of your letter at this point; then, on the third page of the four-page letter, conclude as follows:

"..... Theatre on ..... to see "After the War," the appealing romance of a woman's sacrifice for love, in which Grace Cunard, "The Serial Queen," will appear in the role of Gerve.

FOR THE HERALD

GERVE, prima donna of the Opera Comique in Paris after the war, meets Karl Wetz, a former German officer, Vyera, his wife, and Phillippe Sardonia, the soldier sweetheart whom Gerve has not seen since the days of the war. Mutual recognition by Gerve and Wetz arouses in Vyera suspicions of an old affair. She becomes jealous.

Phillippe tells Gerve of his unchanged love and asks her to marry him, but she refuses. A child is a barrier to their marriage, she says—her child and Wetz's. Then she tells him how she had sacrificed herself to Wetz one day during the war in order to save the life of Phillippe, who had been captured by the Germans and was about to be executed. Phillippe, who had felt grateful to Wetz for saving his life, leaves Gerve's house, broken-hearted.

Wetz feels his old desire for Gerve returning. Vyera determines to find out the truth about her husband's past relations with Gerve, and calls on her. While she is there Wetz is announced. Vyera hides in an adjoining room. Wetz tries to force his attentions upon Gerve. She shows him the child. Even this does not shame him. She then takes a revolver from a drawer and....

The events leading to the solution of this complex problem form a highly interesting conclusion of a play of love and war which comes to this theatre .....

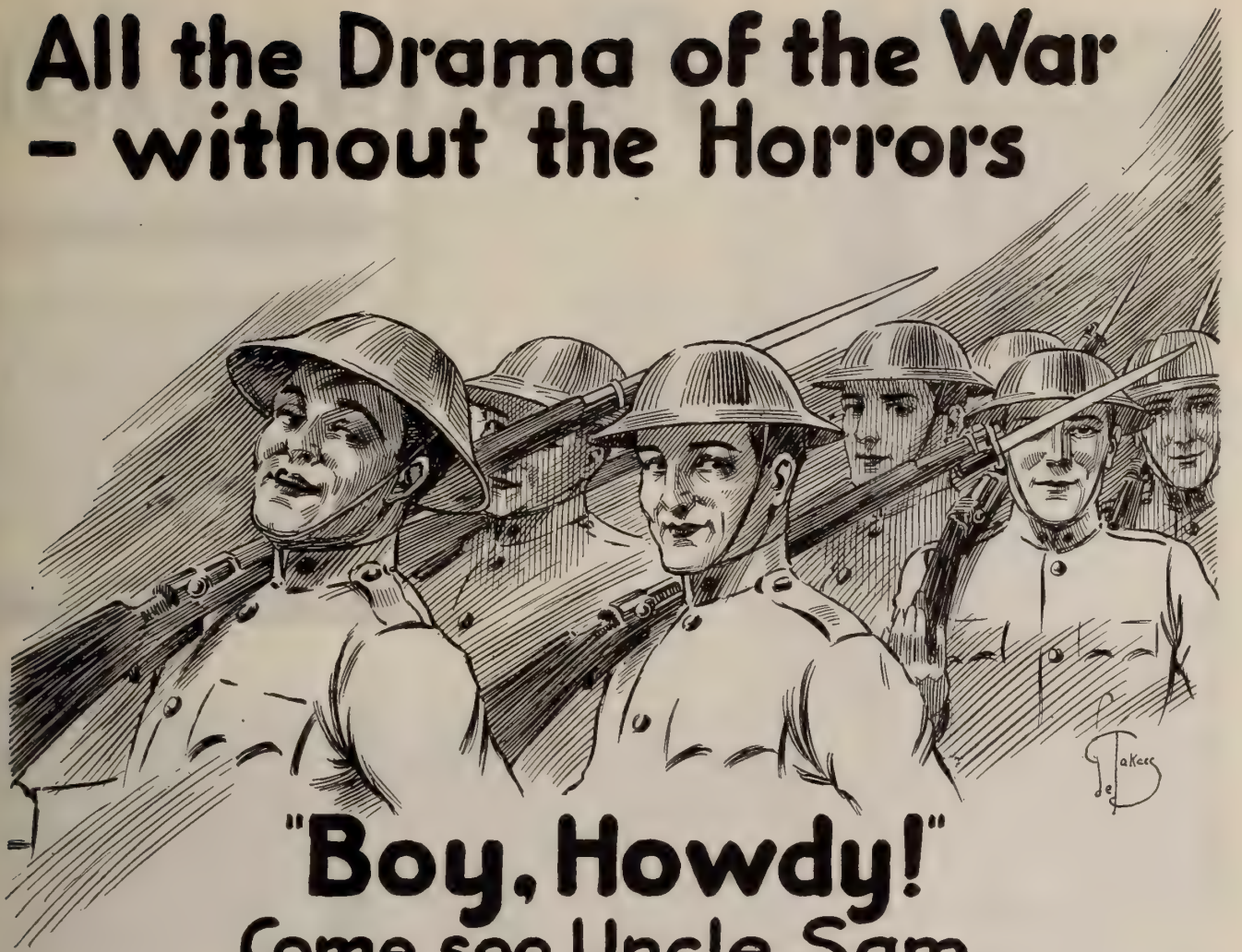
ADVERTISING LINES

An appealing story of a woman's sacrifice for her soldier sweetheart.
A romance of a beautiful singer in Paris after the war.
Love blots out the stain of sin.
The aftermath of one of thousands of German atrocities.
A story of war without horrifying scenes of carnage.
German officer slain by his own wife.
A German officer's child proves a barrier to real happiness for a man and woman.
The inside story of a woman of mystery.
Grace Cunard in the best picture of her career.
She saved him from a German firing squad, but the price was high.

ADVERTISING PUNCHES.

1—The first great post-war picture to be produced.
2—A story that is invested with all the romance of war, without horrifying scenes of battlefields.
3—Grace Cunard, known throughout the world as "The Serial Queen," appears in a five-reel picture that has all the elements of the most successful photoplay.
4—The aftermath of one of thousands of atrocities and indignities committed upon women by German soldiers.
5—A story of a woman who willingly let another woman take her child—a child that proved a barrier to the mother's happiness because its father was a German officer.

All the Drama of the War – without the Horrors



"Boy, Howdy!"

Come see Uncle Sam Canning the Kaiser in

"CRASHING THROUGH TO BERLIN"

Bring the whole Family !!!

The only picture history of the Great War ever made—complete, authentic, all-inclusive. Bigger than any book, more absorbing than any spoken description. Let your people see how their sons smashed the Kaiser. They'll yell the roof off. All the drama, none of the horrors.

JEWEL PRODUCTIONS
INCORPORATED
Executive Offices, 1600 Broadway, New York City

Posters for

IN ADDITION TO THE PO
PAGES, THERE ARE A
OTHER THREE-SHEET A
THAT HAS MORE CH
POWER THAN 90 PER CE
SHEETS EVER MADE. TH
BUSINESS-GETTING PAP

One of the three-sheets, of which two were made.

Window card with dating space.

A Six-Sheet.

"After the War"

ERS SHOWN ON THESE
THER ONE-SHEET, AN-
A TWENTY-FOUR SHEET
ACTER AND DRAWING
. OF THE TWENTY-FOUR
IS ALL STRIKING AND
. USE IT FREELY.

One of the one-sheets, of which there are two.

One of the Three-Sheets.

Ruth Clifford
in Elsie Jane Wilson's Production
"The Game's Up!"
A Surprise Drama That Will Make You Tingle With Excitement.
WITH situations that are "distinctly different," with action that will give you no end of surprises and pleasure, with a story that will make you glow with pleasure, you'll get one of the season's finest treats when you see delightful RUTH CLIFFORD in "THE GAME'S UP."
WE are holding back the incidents of this fine story, for they're far too good to reveal. Safe to say that you're in for the most enjoyable evening you've spent for many a night when you see this alluring, tingling photodrama, "THE GAME'S UP." Take the whole family.
YOUR THEATRE NAME HERE
T. C. CUT No. 61—MAT 20c.

A Smashing Newspaper Ad

Use This Newspaper Ad For Ruth Clifford in "The Games' Up"

A wave of advertising has started among Exhibitors since our AD SERVICE DEPARTMENT has been producing these newspaper ads that draw the crowds. Use this ad and use every ad that you see prepared for every UNIVERSAL release, procurable from any Universal Exchange for 20c. (mat form). Get in touch with your nearest Universal Exchange.

SYNOPSES OF "THE FLYING LOOP," "MIXED NUTS," "FOOLS AND DUELS" AND SCREEN TELEGRAM.

"The Flying Loop"

"THE LURE OF THE CIRCUS"

Episode No. 9.

CAST.

Eddie Somers	Eddie Polo
Alice Page	Eileen Sedgwick
Howard Mason	Fred Montague
Richard Van Norman	Duke R. Lee
Edward Lawrence	Harry Carter
"Red" Mike	J. P. McGowan

AFTER Eddie and Alice dive into the water, Lawrence goes back down the bridge and engages some friends of his, whisky smugglers, to run down the row boat which has jicked up Eddie and Alice.

The following boat picks up Eddie but the captain receives instructions from Lawrence to throw him overboard. After a fight, Eddie is thrown overboard and Alice is carried to the Island, where Lawrence orders the head of the smugglers, Mike, to keep her prisoner until his return from Mason's.

Two detectives have been sent out to capture Mike and his gang and are on their way to Pearl Island.

Eddie swims ashore, is captured by Mike and tied to a heavy upright in a deserted cabin. While Mike and his gang are chasing Alice, who has gotten away from them, Eddie breaks the upright and escapes through the roof. There he finds a rope tied to a derrick. Grasping the end of the rope he swings into the water.

"Mixed Nuts"

Nestor Comedy.

Starring FRANK MacQUARRIE and MOLLIE MALONE.

DR. SQUIRREL hit on a plan to gather his winter supply of nuts. So he engaged Miss Fannie Filbert, a pretty nurse, to help take care of those already cracked, in his Sanitarium. Everybody thinks everybody else is crazy in the Sanitarium and you begin to think you are after you've seen a few of the antics of the inmates. There is only one idea that is perfectly clear and that is that all the patients and the doctor are just "nutty" about Miss Filbert, the pretty nurse. And, anyway, you will be sure to find your favorite kind of nut as well as some that you have never tried in this cracking good Nut icture that cleverly shows how "good sense came at last."

"Fools and Duels"

L-KO Two-Reel Comedy.

Featuring Ford Sterling and Peggy Pearce.

(*Copyright*, 1918, *L-KO Motion Picture Co.*)

OF course atricia Fishgold was utterly unconscious of the violent and jealous admiration of two chivalrous Frenchmen whom she had endeavored to attract ever since the war started. But now she had them where they could observe her without intruding upon her privacy, for Patricia Fishgold was engaged in the pleasant occupation of rowing upon the miniature lake in the park.

Count de Fromage thought he was alone in paying his tribute but Baron de Bris was close behind him, and both were so occupied that neither observed the other. When their efforts to attract the fair Patricia became so noticeable that a crowd gathered, their efforts became so athletic that both fell in the pond and had to be dragged out by the uniformed police. The Count emerged first and joined Patricia, whereupon the Baron, in high dudgeon, secured a ballet dancer to divert the Count's attention from Patricia. His efforts were successful and Carmen de Phillipi so worked upon the Count's susceptibilities that they were both soon engaged in dancing a hornpipe on the village green, to the vast edification of the Baron and the jealous contempt of Patricia.

Of course a duel was planned but, as neither of the gallants cared to approach within swords length of his opponent, the duel was mostly a verbal one.

Screen Telegram,

No. 76.

"Q" Boats Routed "U" Boats.—First picture of one of the powerfully armed British "Mystery Ships" that lay in wait for unsuspecting submarines to advance upon the supposed prey—*Sheerness, England.*

Sub-Titles.—As the "U" boat closed in on its "helpless victims" the Royal Naval Ensign rose suddenly to the mast-head—and Presto! The innocent freighter became a formidable warship as the walls of the dummy deck cabin fell away. If the "U" boat was near enough expert gunners covered the astonished Huns with their deadly weapons. Then another "U" boat was listed among the "missing" and the "Q" boat reset the trap for the next.

Troops to Work in Mines.—But not as miners. They are being taught the work of mine rescue, and take to it like the proverbial duck to water.—*Houghton, Michigan.*

Sub-Titles.—Types of oxygen apparatus used by the United States Bureau of Mines when its rescue squad enters the gas-filled depths. Into the death chambers, after a mine disaster, to rescue imprisoned or injured miners. After their strenuous work the boys are glad of a chance to get God's free air into their lungs.

"Hail, Ye Heroes—Heav'n Born Band."—Welcome them home. Hear them. Love them. Here is Private Frank Vandernack, Pittsburgh, Pennsylvania, 111th Infantry, who lost his arm but slew one Hun officer and took twenty-eight prisoners at Chateau Thierry.

Sub-Titles.—"Who fought and bled in freedom's cause——" Richard Hilton, 118th Infantry, badly crippled at St. Quentin, killed fourteen Germans with seventeen shots. "Let independence be our boast, ever mindful what it cost."—Private Harry Sacas, Cincinnati, O., while wounded at Verdu took ten German prisoners. Ever grateful for the prize, let its altar reach the skies." Corporal Staat, Pittsburgh, Pennsylvania, wounded at the Battle of the Marne, took two German prisoners, and being unable to walk made them carry him at the point of a gun. "Rallying round our Liberty"—Private Wm. Gee, Dallas, Texas—105th Infantry, wounded in action, collected medals and buttons from the battlefield and made them into a belt.

The Motor Truck Army.—Where Uncle Sam gathers all of his "gasoline mules"—a mobilization centre whence twenty-eight thousand lorries were shipped overseas.—*Camp Holabird, Maryland.*

Albert, Hero King, Re-enters Belgium with His Triumphant Army.—On the ground where once his valiant troops retreated before the overwhelming hordes of the Hun—the Belgium monarch and his Queen review their victorious forces.

Sub-Titles.—King Albert and Queen Elizabeth thank one of the hero survivors of those terrible early days of the war. Men to whom the world owes everything. They held the first mad rush of the Hun. King Albert and the world's greatest strategist—Marshall Foch.

President Wilson and Party Arrive for Peace Parley, Brest, France.

President and Mrs. Wilson Accompanied by General Pershing and Members of the Party Land to Pass Through Files of Honor Guard.

Sub-Title.—At the station to take the train for Paris.

"Danger-Go Slow"

A FEW OF THE STUNTS WHICH WERE INVOKED IN CHICAGO TO PUT THIS MAE MURRAY SPECIAL ATTRACTION OVER AT THE CASINO THEATRE.

FREQUENTLY the press agent or advertising manager of a house has to or prefers to write his own copy and make his own advertisements. Irving Mack, of the Casino Theatre, Chicago, is in both classes. Here are two of his original advertisements which he used to supplement the consignment he received from the Home Office.

MOVING PICTURES

CASINO
THEATRE- 58 W. MADISON
NOW All Week
UNIVERSAL presents
"DANGER" GO SLOW
with
MAE MURRAY
YOU'LL LIKE THIS PICTURE BECAUSE IT'S SO DIFFERENT. DON'T MISS IT!
ADDED FEATURE—
THE SURRENDER
OF THE
GERMAN FLEET
Official Picture Showing the Surrender of 20 Miles of German Boats.

DOWNTOWN.

"DANGER GO SLOW"
a UNIVERSAL Production
At some time or other every one gets the signal to slow up, but very few of us heed it — Because Muggsy didn't heed it something happened to her which surprised her and made her slow up. See "DANGER—GO SLOW!" You'll like it.
featuring MAE MURRAY
NOW PLAYING
CASINO
THEATRE 58 W. MADISON
ADDED FEATURE
THE FIRST OFFICIAL PICTURE SHOWING
THE SURRENDER
—OF THE—
GERMAN FLEET
AN AUTHENTIC PICTURE SHOWING 20 MILES OF GERMAN BOATS SURRENDERING

"Looping the Loop"
BY E. C. SEGAR.

A FEW SCENES FROM DANGER GO SLOW AT THE CASINO
UNIVERSAL PICTURES
MAE MURRAY
OR
THEREABOUTS
I DO THE DUTIE WORK AN YOU GET THE KALE SO I QUITS
SHUD YOUR MOUTH
THIS FELLOW IS A THIEF IT HAS BEEN SAID THAT HE IS ALSO CROOKED
MUGGSY
DANGER GO SLOW
I DON'T BELIEVE IN SIGNS
THE COPS ARE AFTER MUGGSY
MY APPETITE IS HUNGRY
POOR BOY
MUGGSY DROPS IN AT A HOME IN COTTON VILLE
DON'T CALL ME BOY- I'M A GIRL SEE I GOT HAIR LIKE A FEMALE
SO TA BE
HA!- WE FOILED YOU-YOU THOT SHE WAS A BOY BUT HE AINT SHE'S A GIRL
MANY YEARS LATER
YOU'RE GOIN STRAIGHT NOW AINTCHA MUGGSY?
SURE JIMMY- I'M SO STRAIGHT IT HURTS ME TO LOOK AT A CORK SCREW
JIMMY JUST OUT OF PRISON
THE DRESS PROVES THAT HE'S A GIRL
NAME POORTRAITS
PHILIP DOLM
E.C.
SEND NAME AND STAMP- IF WE DONT PUT IT IN LOOP THE LOOP WE'LL DRAW IT UP AND MAIL IT TO YOU ON A BEAUTIFUL CARD

E. C. Segar, the Chicago catch-as-catch-can critic, drew this.

SYNOPSES OF "THE GHOST GIRL," "SHE WASN'T HUNGRY—BUT" AND HEARST NEWS.

DONNA DREW
in
"The Ghost Girl"

Two-Reel Romance.

CAST.

Dulcie Wyndham.....Donna Drew
Harrison Hyatt.....Caston Ferguson
Alicia Hyatt.....Clare Dufray
Mrs. Hyatt.....Mrs. Pratt
Mr. Hyatt.....Mr. Montague
Maxwell Graham.....Mr. Rottman

MISCHIEVOUS Dulcie Wyndham creates a secret society in the select boarding school she attends, and the president is to be she who experiences the most exciting personal adventure. Dulcie is expelled from school for a prank and goes to the city.

In the city, Mr. Hyatt, wealthy manufacturer, and his wife have just returned from Panama, where Dulcie's mother and engineer brother Gordon are. Alicia, daughter of the Hyatts, is a faddist and conducts an impractical "uplift" scheme for girls, taking them to her home to "uplift them." Her brother Harrison is a co-inventor with his chum, Maxwell Graham, of a new aeroplane motor, and does not approve of his sister's work. Mr. Hyatt has interested Gordon Wyndham in the new motor.

Alicia becomes interested in Dulcie, who has had several escapades with the law, and takes her home to "uplift" her. Harrison plans to cure Alicia of her craze and pretends to fall in love with Dulcie. Dulcie has overheard his plan and pretends to reciprocate. A dispute between Hyatt Harrison and Maxwell over who shall manufacture the motor, Hyatt or the Government, ends in the plans being stolen. Harrison discovers one blue print that the thief has left and at the same time discovers that he really loves Dulcie and plans a marriage in his chum's apartment. Alicia tries to prevent it, but the ceremony is performed. Dulcie confesses that she took the plans, and is denounced by Mr. Hyatt. Ostracized by the family, Harrison leaves with his bride, but downstairs in the lobby they meet Maxwell and Dulcie's brother, who has come to get the plans. Mrs. Wyndham is outside in a taxi, just back from Panama. Explanations are made and all is forgiven. Dulcie telegraphs her school friends of her adventure and is unanimously voted president of the society.

"She Wasn't Hungry—But"

Nestor Comedy.

(NOTE:—This takes the place of "Them Eyes," which has been temporarily withdrawn from last week's program.)

FLO is never hungry, but on rising, eats three oranges, fried eggs, a plate of buttered toast, and three cups of coffee. She is just in time to catch the train, and after stopping at two soda fountains and three Bevo stands, arrives at her office, late but thirsty. The office boy, to show how fond he is of Flo, buys her two pounds of peanuts, which she devours, at the same time emptying the office water cooler with her thirst. She takes a light luncheon, including two egg-nogs, a ham sandwich and some pound cake. While the boss chews the rag with a customer, she chews the monkey fruit. She becomes slightly indisposed late in the afternoon, blaming the soda clerk for putting sour milk in her egg-nogs. The office manager, to show how fond he is of her, brings her a pound of marshmallows which she soon finishes, digesting same with a few more gallons of aqua. After taking a little indoor exercise, she arrives home in time to play tennis with her friends, who treat her to a few grape juice cocktails. When supper time came, Flo was real hungry, and after eating a tremendous supper, is just in time to meet her friend, who takes her to a strawberry festival. She arrives home tired but thirsty, finishes a pitcher of ice-cold lemonade that her mother had prepared for her. Then the demon of all demons took hold of her, and they sent for a doctor. Flo thought it was over-exertion that made her ill, but her mother thought that it was her weak stomach, inherited from her father. The doctor called it a bad case of spoiled stomach. As there was nothing else in the house to eat, Flo went to sleep. The moral of this picture is, "If your eyes are too big for your stomach, use reducing glasses.

Hearst News,

No. 104.

Warships Arrive to Greet Victory Fleet.—Great battleships steam up the Hudson River and drop anchor to await the arrival of the mighty armada now on the way home from European waters—*New York City.*

No. Part 8.

With the Yanks in Siberia!—In far Eastern Russia our boys are still fighting the fight of freedom! From army transports the lads in khaki land to join the Allied forces facing the anarchy-mad Bolsheviki.—*Vladivostock.*

Sub-Titles.—Allied officers hold a farewell review of the troops of many nations about to leave for the battle-front—the wind-swept steppes of Siberia. Loyal Russians and Czecho-Slovaks who war against anarchy as a greater curse than the despotism of a Czar. France still fights! No armistice has been signed with the Bolsheviki. French colonial troops battling the despoliers of Russia. Wherever liberty fights for life, there look for the Yanks! For further stirring and exclusive pictures of the war in the far East—a war which continues, which is unaffected by the armistice—see the succeeding issues of the *Hearst News.*

Follow the President in France.—U. K. Whipple, staff photographer of the *Hearst News, Screen Telegram* and *Universal Current Events,* sails to accompany President Wilson on his triumphal tour of Europe.—*New York City.*

Sub-Titles.—"All Aboard!" One last look at the city of Magnificent Buildings. The spirit of liberty accompanies the party to France. The first day at sea—"Ship ahoy!" Swift destroyers meet the ship as the French coast is approached. Even the "finny inhabitants of the deep" turned out in force to welcome the visitors to France. Brest! The first sight of the picturesque seaport where President Wilson trod on French soil for the first time. We are all with the President in spirit. Be with him in person by following the remarkable pictures of his history-making tour to be shown in the *Hearst News, Screen Telegram* and *Universal Current Events*—three a week.

No. Part 12.

Army Rushes Work of Demobilization.—As quickly as the great Leviathan and other transports arrive from "over there" Uncle Sam's fighting lads are sent to camps preparatory to discharge.—*New York City.*

Sub-Titles.—The hated bugler stands "aces high," when instead of reveille he blows the summons for discharge. Then comes the physical examination, for the boys must be fit to face the none less real battles of civil life. Getting their certificates of honorable discharge and their pay—the best part of it all. Then a little speech by the commanding officer. And the boys say "Home, James" to the conductor of the train. Then "Private Jones" becomes "Mr. Jones" and goes after his old job again. Does the "boss" welcome him back? Well, say! "And then at the Zero Hour we went over the top."

The Uncrowned King.—Mother Goose's War Rhymes." A cartoon by *John Terry.*

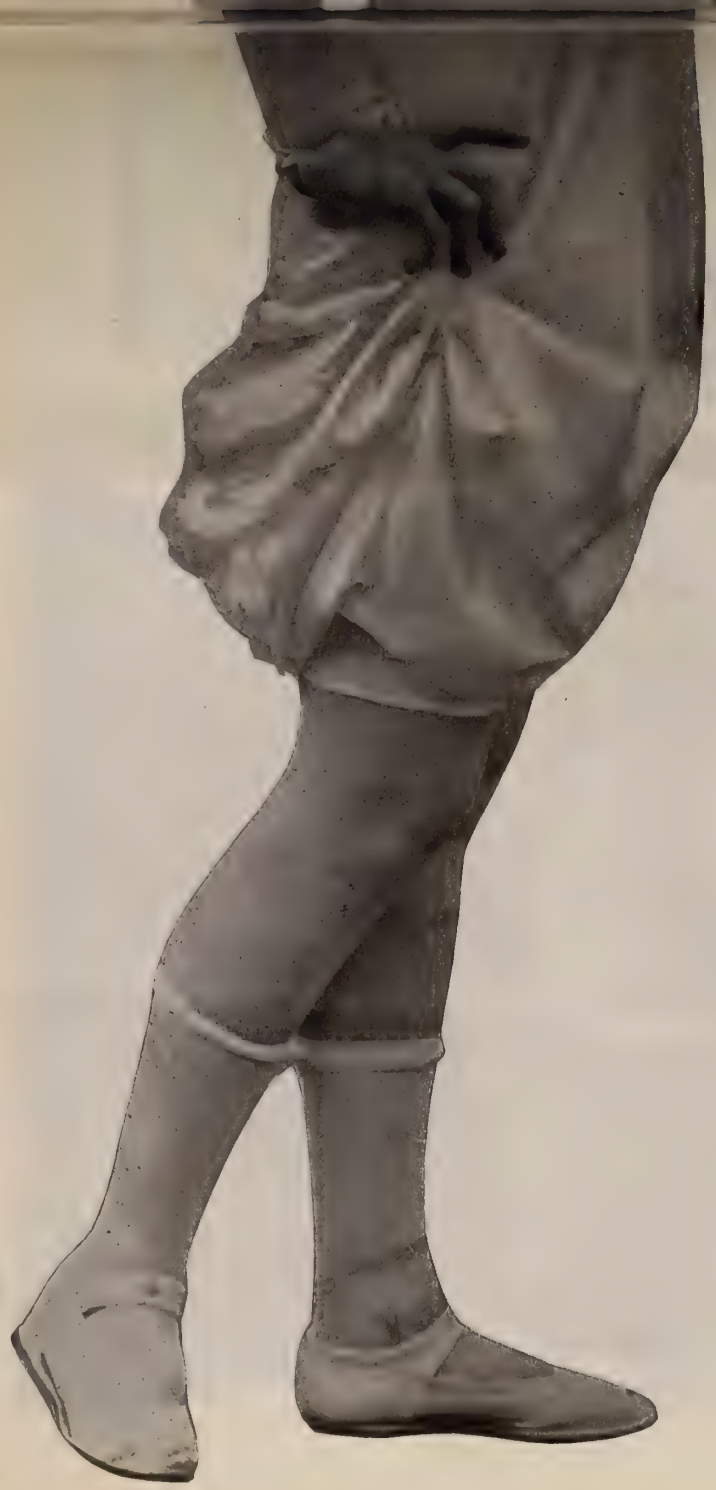
Mr. Exhibitor!

¶ In every delivery of mail for the past four months I've been getting letters from EXHIBITORS congratulating me, the Director and the members of the company that staged "THE BRASS BULLET."

I had these letters sorted out and classified and found that they covered every State in the entire Union, with the majority, of course, from the eastern territory where the largest number of theatres exist.

REMEMBER, these letters are FROM EXHIBITORS. From photoplay fans I've received sacksful, and the publicity dept. has made it a point to answer every fan, thus not only sustaining the public's interest but increasing the mouth-to-mouth advertising. Now, if you haven't played

"The BRASS



BULLET

--- I want you to do so on my personal recommendation. I advise you to play it because its the different serial, the de luxe of continued stories on the screen, the thriller among thrillers.

It registers in every community. It grips, it thrills, it maddens, it pleases, it glows right into the hearts of all fans who yearn for something new, dramatic, highly entertaining, with touches of comedy relief.

The publicity and advertising book showing posters, ads. and Exhibitors' helps is by far the best I've ever seen, and makes it easy to get the money for eighteen weeks. Maybe I'm a good "saleslady," maybe not—who knows—BUT one thing I DO know and that is—if all these expressions of congratulations mean anything, then "THE BRASS BULLET" is a money-getting WINNER that must be played by you if you want profits.

Cordially yours,

Juanita Hansen

Book thru your nearest Universal Exchange, or communicate with the UNIVERSAL FILM MFG. CO., Largest Film Manufacturing Co. in the Universe, Carl Laemmle, President, 1600 Broadway, New York.

Beautiful

RUTH CLIFFORD

in

"The Cabaret Girl"

"HERE IS REAL MONEY, WHAT DO YOU WANT OF LOVE ?"

Book thru your nearest Universal Exchange, or communicate with the UNIVERSAL FILM MFG. CO., Carl Laemmle, President, 1600 Broadway, New York.

SYNOPSES OF "CHARLIE THE LITTLE DAREDEVIL," CURRENT EVENTS, No. 85 AND SCREEN MAGAZINE, No. 100.

"Charlie, the Little Daredevil"

Two-Reel L-Ko Comedy.
Starring CHARLIE FROM THE ORIENT and HELEN LYNCH.

(*Copyrighted, 1918, L-KO Motion Picture Co.*)

CHAI CHOW and his chum, Napoleon, were a pair of happy hoboes. In the same baggage car with them were travelling three miners who had gone broke in the cheese mines of Colorado. Chow and Napoleon thought these fellows looked like "easy money" because they were smaller. The cheese miners were going East to visit their old pal, Whisk E Straight, now a wealthy milk bottle manufacturer, where little Claret, his daughter, reigned supreme. Her lover was Nick R. Bocker, a tall one, who didn't have as much of a kick as his would-be father-in-law, Whisk E Straight. A splendid battle takes place between the cheese miners, Chai Chow and Napoleon. If you can stop laughing long enough to worry about who will come out on top, you will be the only one in the audience who can. And the Chinaman "bleats it while bleating is good."

Current Events,

No. 85.

Some Little Xmas Gifts the Kaiser Didn't Get.—Uncle Sam had stored up a few surprises for the German War Lord when said "war lord" got enough and quit. Here a few of the surprises being tested at the U. S. Proving Grounds, *Aberdeen, Md.*

Sub-Titles.—The most powerful Howitzer known. It throws its enormous projector thirteen to fourteen miles. An eight-inch railroad gun served from an ammunition car. A type of eight-inch British Howitzer now made in this country. A giant railway gun with a range of 22,000 feet. Fires a one hundred-pound projector. Types of the great railway guns that smashed the Hindenburg line. It fires a seven-hundred pound projector a distance of ten miles.

"Go-to-Hell Whittlesey" Awarded Medal of Honor.—Major-General Edwards confers distinction upon Lieut.-Col. Charles W. Whittlesey, commander of the famous "Lost Battalion" of the battle of Argonne Forest, *Boston, Mass.*

Sub-Titles.—"I am directed by the War Department to bestow upon you this medal for extreme bravery in battle," said Major-General Edwards. Lieut-Col. Whittlesey, who, when surrounded by his men in the Argonne Forest, fought for four days and then retorted "Go to Hell!" to a demand for surrender.

She Hasn't Any Vote, but, oh my!—Miss Rose Tolley, four months old, the youngest trained athlete in the world, should be able to successfully juggle the ballot when she is of age—or juggle anything else, for that matter. *Chicago, Illinois.*

Sub-Title.—Miss Rose and her proud mother, who says she will never permit her to wear er—er high heels.

Cheering Crowds Follow Wilson Through Streets.—Vast crowds gather wherever America's President is scheduled to appear, trailing behind his carriage or automobile defying the gendarmes and Guards of Blue Devils. *Paris, France.*

Sub-Title.—President and Mrs. Wilson attend services at the American Presbyterian Church.

Joyous Nation Greets Great Victory Fleet.—Mighty dreadnoughts sail up the majestic Hudson after eighteen months of trying service in submarine infested waters, and are reviewed by Secretary of the Navy Daniels. *New York City.*

Sub-Titles.—Off the Soldiers' and Sailors' Monument in beautiful Riverside Drive, the Mayflower drops anchor while the monster warships passed in review. Then the "Gobs" turned out to show little old New York how they can march. "Strike up the band! Here comes a sailor!" And a graceful populace showered its heroes with confetti and flowers and torn paper.

Cartoon by Hy. Mayer—"Reconstruction."

Screen Magazine,

No. 100.

RIGHT from the time when they clambered about in the branches of the Family Tree, Dwight Franklin, museum artist and historical expert, has the "dope" on our ancestors. And instead of a little paint and powder to make them presentable, all he uses is wax and plaster. The Screen Magazine wants you to meet some of its future prominent citizens, in the making—tiny toddlers who belong to the "Better Babies Club."

Now that the war is over, we don't mind telling you that Isaac Simms, 78 years old, claims he has the largest individual service flag in America. For it has 24 stars on it and shows Mr. Simms as the father of 24 children, and they all come from Dixieland.

How Italy's women backed up their fighting men and helped the Allies win is shown in exclusive pictures that "open your eyes" to more of the beautiful heroisms of the Great War. Willie Hopkins, the noted sculptor, plasters a few parting mud shots on a delightful program. The mud art is called "The Greatest of Them All."

CORBETT A UNIVERSALITE.

CARL LAEMMLE, president of the Universal Film Mfg. Co., is satisfied that in James J. Corbett he has secured a winner—for exhibitors and for Universal.

When Mr. Corbett's name was suggested to Mr. Laemmle a week ago as a nominee for Universal's galaxy of stars the chief executive weighed Corbett's international reputation, his physical and mental qualifications carefully in his mind. After a short pause, he sent for Corbett and prepared a contract for his services for him to sign. When "Gentleman Jim" was ushered into Mr. Laemmle's presence the Universal president eyed him carefully for a minute and shook his hand.

"Now," said Mr. Laemmle, after a brief hesitation, "we want a man in our pictures who can show the film fans something new. We want a man, big physically and mentally, a man quick on his feet, who photographs well and who can do everything from heavy dramatic work to spirited fist fighting and thrilling stunts."

"I believe I can introduce some science in fistic battles before the camera." Mr. Corbett told Mr. Laemmle, and to prove his point, he proceeded to illustrate what he meant.

Jumping out of his chair, and throwing down the pen with which he was about to sign the contract, Mr. Corbett exclaimed: "Now you stand here, Mr. Laemmle. You're supposed to be a gun man or a rough and tumble scrapper. You come at me with your head down and try to tackle me around the legs." Then turning to Joe Brandt, he said: "And you, you're another tough fellow. As Mr. Laemmle starts for my legs, you grab me from the back and I'll show you what happens."

Mr. Laemmle looked at Corbett, then at Brandt and then at Corbett.

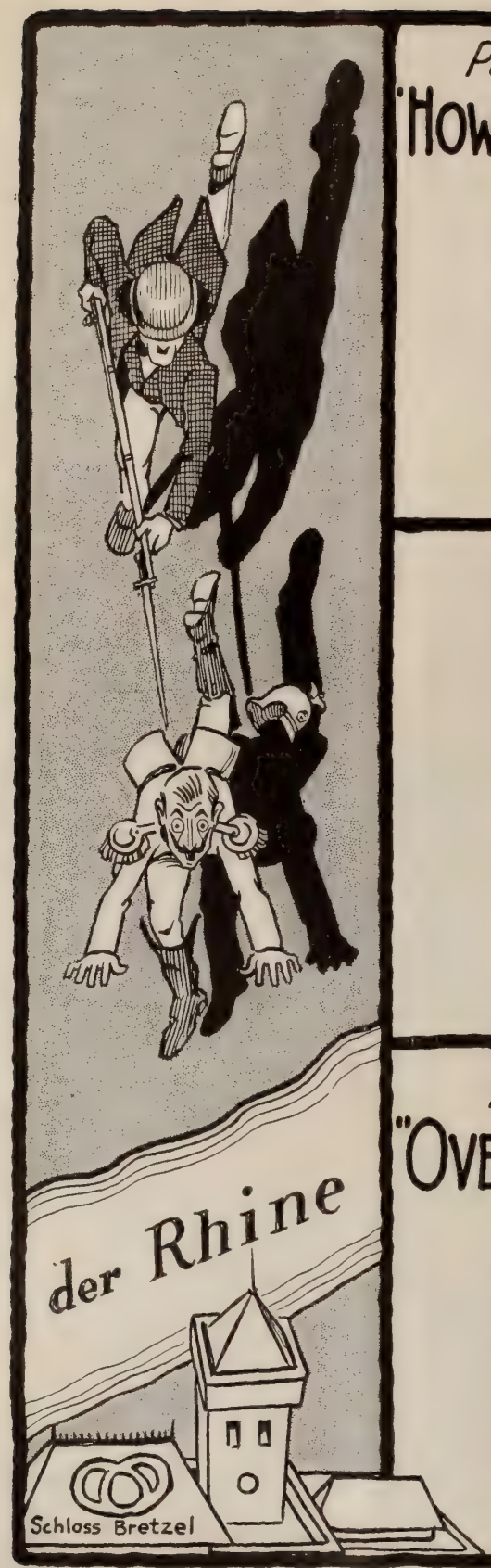
"Well, let's go," said Corbett, "I won't rough you up very much. Just to show you——"

"All right," replied Mr. Laemmle, "sign here on the dotted line and you win."

"Well, don't you want to see this new stunt?" queried Corbett, signing the articles.

"Nope," replied Mr. Laemmle, "I guess you can keep your word, all right."

Corbett has started for the Coast.



Pat Sullivan's Animated Cartoon

"HOW CHARLIE CAPTURED THE KAISER"

DID you ever see a Pat Sullivan Animated Cartoon? They're different because they're really funny. And this one is made around the funniest man in the world. That's why it made an instantaneous hit. Show it and watch the laughing money come in.

Book them both today thru your nearest Universal Exchange
or

UNIVERSAL FILM MANUFACTURING CO.

1600 Broadway, New York.

Carl Laemmle, President.

Pat Sullivan's Second Bullseye

"OVER THE RHINE WITH CHARLIE"

TWO bull's-eyes and the second shot right where the first one went! Folks wouldn't let Pat alone after he showed 'em "HOW CHARLIE CAPTURED THE KAISER"—they wanted to go "OVER THE RHINE WITH CHARLIE"—so Pat took 'em—and he'll take your people, too. It's just one fool laugh from start to finish.

Julian Johnson says in Photoplay Magazine of "Borrowed Clothes"

OUT of the dust and confusion attendant upon last month's new beginnings and reopenings came a half dozen extraordinarily good pictures. That is to say, a half dozen among the photoplays that have been seen. At this typing the lights of manufacture again blaze through nearly every crystal roof, but releasing conditions have by no means returned to their pre-flu regularity. A few concerns are ahead of their schedules; most are far behind them.

However, in the small group of ultra-excellencies are two pieces which made a most unusual impression upon your servant the chronicler. One of these is Mr. Griffith's "The Greatest Thing in Life," the greatest thing in which, by all odds, is a sensationally new Lillian Gish.

The other expression is Lois Weber's "Borrowed Clothes," in which the pensive *figurante* of the emotional pastel is Mrs. Chaplin, the Mildred Harris that was. Miss Weber's favorite subject is the poor girl trying to barter for happiness without putting her innocence into the scale of sales. As usual in the Weberian arguments she has nothing that anybody wants except her innocence, which everybody wants.

Some day, when we rise above the barbaric in our scale of censorial intelligence, we are going to consider that picture dishonest and unclean which deliberately tells untruths about life; that picture unclean which has marriage as the solvent of every difficulty, which calls lack of temperament and lack of knowledge virtue, which presents vicious and unwholesome stories with "sanctified" endings; and by the same token we are going to find that picture wholesome and constructive which shows character, honor, truth and a loyalty built upon foundations of serious thinkink and awakening conscience. Briefly, the argument of "Borrowed Clothes" is that a man who is a real man, however careless has been his life, will find only his highest and noblest impulses stirred at a realization of a young girl's helpless trust. I believe this is true. I am going to tell my daughter to shun saints and smirking heroes and believe in strong hand-clasps and kind hearts.

Miss Weber centers her main interest upon Mary Kirk, the fragile, dreamy "baby" of a workingman's family, and Stuart Furth—who is a Class "A" picture "villain" if ever there was one. Improvising a shelter for Mary after a serio-comic fire at a bathing beach, Furth gives the girl a fleeting and bewildering glimpse into the lap of luxury, just in time to prevent her marriage to the suspicious, narrow-headed young florist who is her employer. That Weston, the florist, is both poor and "honest" will only add to the confusion of the orthodox. Another trip to Furth's house is rudely interrupted by a police raid engineered by the jealous woman who once held his attention.

Frightened, the child Mary drops from a window and breaks her arm. But she gets home. Here she is the center of narrow persecution while her highly outraged older sister prepares to marry the interesting gentleman of the blossoms. Left to himself, Furth undergoes a complete awakening—and comes back, at the eleventh hour, to claim little Mary as his wife.

No limited review can do justice to the fine shadings, the subtle character developments, the razor-keen revelations of life, in this magnificently human photoplay. Mr. Griffith alone, in the finest things that he has done, so surely reveals the heart and soul of a girl. Longing for the sunshine like a flower growing under a barn, yet innately pure, the child is drawn to the sensuous luxury of Furth's great house as though by an irresistible spell. The wistful little face of her on the second visit, her hat stubbornly kept on as though it were the last pitiful fortress of maidenhood; her shy query, "Will his folks like me?"—if you can watch all the forces of chance and misunderstanding combining to battle against this little girl without a sympathetic heart-throb you have either a fish or a pole-cat in your ancestry.

The performances of Lew Cody, as Furth; of Edward Piel as Weston; of Helen Rosson as the sister; of Edythe Chapman as the mother, and of George Nichols, as the father, are irreproachable. Only Miss La Rue, as Furth's former friend, failed to rise to Miss Weber's direction. Miss Harris' response to her director's hand is so perfect that I can only compare it to Griffith's results with Mae Marsh in other days. This, it seems to me, is the most human thing Miss Weber has ever done. From start to finish it is life.

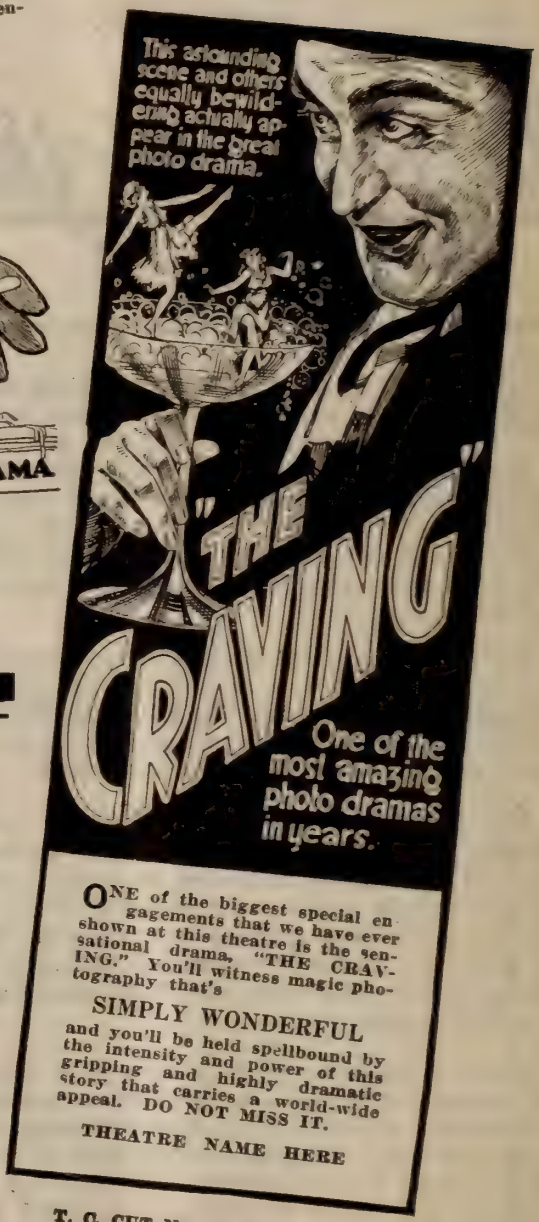
Julian Johnson in the Photoplay Magazine for January.

The CRAVING

IF you think you've seen wonderful moving pictures, you're going to get the surprise of your life when the positively amazing magic photography and highly colored dramatic action is flashed before you on the screen. "THE CRAVING" is a tremendous heart interest, human interest drama of to-day, with a story that stands alone in its world-wide appeal to everyone from 8 to 80. Do not miss this great play, shown here by special engagement.

THEATRE NAME HERE.

T. C. CUT No. 59—MAT. 20c.


This astounding scene and others equally bewildering actually appear in the great photo drama.
"THE CRAVING"
One of the most amazing photo dramas in years.
ONE of the biggest special engagements that we have ever shown at this theatre is the sensational drama, "THE CRAVING." You'll witness magic photography that's
SIMPLY WONDERFUL
and you'll be held spellbound by the intensity and power of this gripping and highly dramatic story that carries a world-wide appeal. DO NOT MISS IT.
THEATRE NAME HERE

T. C. CUT No. 60—MAT. 20c.

THE AD SERVICE DEPARTMENT of the Universal again comes to the front with two display ads on "THE CRAVING" that mean a big saving of newspaper space and cash to all Exhibitors with the maximum punch and drawing power of the ads still retained.

Notice how small these ads are, yet note the wallop each ad carries. All newspaper ads produced by the Universal are created along those lines. That's why hundreds of Exhibitors are now buying mats of all releases (20c per mat) and taking advantage of the brains and selling power of these little gem crowd-getters. Get these mats from your nearest Universal Exchange

Always there with the Latest and Newest stuff of the Season

Refined High Class Comedy Attractions New Every Week

LYONS-MORAN

STAR COMEDIES

Book thru your nearest Universal Exchange or communicate with the UNIVERSAL FILM MNFG. CO., Largest Film Mnfg. Co. in the Universe. Carl Laemmle, President, 1600 Broadway, N. Y.

COMING

in a new
Lois Weber
Production

Mildred
Harris

Mrs. Charlie Chaplin

in

"WHEN A GIRL LOVES"

R. Langer

Jewel
productions inc.
1600 Broadway
New York City

The Moving Picture Weekly

VOL. 7 _ NO. 22
JAN'Y 18TH 1919

CARMEL MYERS *in*
"Who..... Will Marry Me ?".....

Mrs. Charlie Chaplin

Mildred Harris

in the coming

Lois Weber Production

"WHEN A GIRL LOVES"

JEWEL
Productions, Inc
1600 Broadway
NEW YORK

Priscilla Dean
in
"Kiss or Kill"
The Fascinating Love Story of a Lonely Burglar
A Universal Special Attraction

"WID" says of

Dorothy Phillips

in

"The Talk of the Town"

"This is just the kind of a production that will make a barrel of money. The talk that it creates will bring additional business for each additional day of the showing. The atmosphere and lightings are superb throughout, making this distinctive and classy all the way. It has unusual advertising possibilities."

Book through any Universal Exchange

UNIVERSAL FILM MFG. CO.

The Largest Film Manufacturing Concern in the Universe

CARL LAEMMLE, Pres.

1600 Broadway - - - New York

Mae Murray

--Thrills!
--Thrills!!
--Thrills!!!

and a great big love story full of those inimitable human touches which only bewitching Mae Murray can put over in the real Mae Murray way.

Book thru your nearest Universal Exchange, or communicate with the UNIVERSAL FILM MNFG. CO., Largest Film Mnfg. Co. in the Universe. Carl Laemmle, President, 1600 Broadway, New York.

UNIVERSAL SPECIAL ATTRACTION

"Danger, Go Slow"

Mary MacLaren in "VANITY POOL"

ROB REEL

Says :

"There's much to praise about "VANITY POOL." It's a good story, and cast your eye over this all-star cast: Mary MacLaren, Thomas Holding, Anna Q. Nilsson, Franklyn Farnum, Marin Sais."

This is a UNIVERSAL SPECIAL ATTRACTION.

Book thru your nearest Universal Exchange, or UNIVERSAL FILM MFG. CO., 1600 Broadway, New York, Carl Laemmle, President.

Advance Stories for HARRY CAREY in "ROPED"

No. One.

THE idea of New York being the location of thrilling scenes of a big western drama may startle the average motion picture patron, but it is nevertheless true that much of the action of Harry Carey's latest Universal Special Attraction, "Roped," is representative of life along the "Great White Way."

Harry and his outfit of lid-lifting cowpunchers swoop down on the lighted Metropolis for the purpose of rescuing Harry's baby from his mother-in-law, a dowager who has become dissatisfied with Harry and seeks to marry off her daughter to a lounge lizard. In order to "do as the Romans do," the cowpunchers have to don evening clothes.

The scenes ensue are both humorous and thrilling and the play comes to a pleasing conclusion when Harry gets his baby and wife back and goes West, stopping off at Grand Canyon in Colorado.

Harry Carey will appear in "Roped," the big Universal Special Attraction which comes to the ..... theatre on .....

No. Two.

THE picturesque beauty of the Grand Canyon of Colorado, one of America's noted sight-seeing places, is depicted in several scenes in "Roped," the latest Universal Special Attraction in which Harry Carey will appear at the ..... theatre on .....

It is to the Grand Canyon that Cheyenne Harry takes his bride, after having rescued her from her mother who had tried to marry her off to a lounge lizard in New York.

Harry's famous outfit of Wyoming cowboys appear in "Roped" and take part in several thrilling and humorous "shots" of the "Great White Way." For most of the party, it was their first glimpse of the Grand Canyon and the great crevice which nature had cut through the Colorado mountains fascinated them.

The majority of the scenes in "Roped," however, were filmed on the coast, where the western "atmosphere" is most marked. Patrons will be thrilled by "Roped" when it comes to the ..... theatre on .....

No. Three.

HARRY CAREY, starring in "Roped, his latest Universal photodrama of fast action, started his career on a western range and in the course of his work was frequently called upon to smooth out rough horses.

In "Roped" he uses much the same tactics in dealing with one Mrs. Judson-Brown, a New York dowager who was content to let her daughter marry the millionaire cattleman for his money but decided to wreck his home for a lounge-lizard with greater social possibilities.

Harry Carey, as Cheyenne Harry, will come to ..... theatre in "Roped" on ..... With him is Neva Gerber, who has supported him in most of his successes in the last year.

If you like the work of the famous Harry Carey squadron of hard riding cowboys and want to see them try to take care of a baby, be sure and go to the ..... theatre for they'll be there—and in "soup and fish," too.

Just imagine that outfit in evening clothes.

It is to laugh.

See "Roped" without fail at the ..... theatre and you will see Harry Carey in his most delightful Universal photodrama.

No. Four.

ONE of the most distinctive features of "Roped," the smashing Universal Special Attraction in which Harry Carey will appear at the ..... theatre on ..... is the excellence of the cast in support of Harry.

Although the tendency has been general among producers to economize on productions by cutting salaries or engaging lower-salaried performers in supporting casts, the Universal has maintained its usual policy of providing absolutely the best support possible for its stars. This is exemplified strikingly in "Roped."

The role of Aileen, the Eastern society girl who marries a Western cowpuncher and learns to love him, is interpreted by Neva Gerber, popular leading lady for all of Harry Carey's pictures. Molly McConnell plays the part of a dowager—Mrs. Judson-Brown. Arthur Shirley is Ferdie Van Duzen, a "lounge lizard," and J. Farrell McDonald also is in the cast.

These names are sufficient to indicate the strength of the presenting company, to say nothing of the Harry Carey outfit of hard-riding, lid-lifting cowboys.

You will enjoy "Roped" at the .... theatre on .....

ADVANCE NOTES.

The spectacle of a bunch of cowboys trying to take care of a bouncing baby is one of the humorous features of "Roped," the Universal Special Attraction in which Harry Carey will appear at the ..... theatre on .....

Neva Gerber plays the role of an Eastern society girl in support of Harry Carey in "Roped," the Universal Special Attraction which comes to the ..... theatre on .....

While Harry Carey is the star of the Universal Special Attraction, "Roped," which is booked to play the ..... theatre on ....., a real surprise is in store through the combination of a baby, a butler and a bunch of cowboys. It comes as near being a real comedy drama as it is possible to get.

Harry Carey and his outfit of hard-riding cowboys wreck a palatial New York residence in "Roped," the thrilling Universal Special Attraction, which will come to the ..... theatre on .....

Dapper, distinguished Arthur Shirley, who has played lead to lots of well-known stars of the feminine persuasion, has never played lead to a male star. He has this opportunity in "Roped," in support of Harry Carey. This Universal Special Attraction comes to the ..... theatre on .....

Jack Ford, one of the youngest directors in the game, has added another spike to his directoral coronet in "Roped," the Harry Carey Special Attraction which will be seen at the ..... theatre on .....

Publicity for "ROPED"

Story by Eugene B. Lewis.
Scenario by Eugene B. Lewis.
Directed by Jack Ford.

CAST.

Cheyenne Harry.....Harry Carey
Aileen.....Neva Gerber
Mrs. Judson-Brown....Molly McConnell
Ferdie Van Duzen.....Arthur Shirley
Butler.....J. Farrell McDonald

THE STORY.

CHEYENNE HARRY, millionaire cattleman, decides that he needs a housekeeper for his palatial ranch-house. His cowboys think differently. They decide that he needs a wife and set out to get one for him after their own preference in wives.

Advertisng in a matrimonial paper for a suitable wife, they receive an answer dictated to pretty Aileen Judson-Brown by her fortune-hunting mother, Mrs. Judson-Brown.

Harry arrives at the Brown home with his cowboys and marries Aileen. In time a baby is born. The little one becomes Harry's greatest joy and husband and wife live together in complete happiness. Then Mama steps in with social ambitions and tries to wreck their home for the benefit of a lounge-lizard whom she has picked out as a better husband for Aileen because of his social position.

Harry returns from a business trip to find that Mrs. Judson-Brown has gone away with Aileen and their baby. Through a butler of the "faithful" type, Harry learns of the baby's whereabouts. With the butler he locates the place, forces the nurse in charge of the child to confess, and recovers his baby. He stands the lounge-lizard on his oblique head and starts for the Grand Canyon of the Colorado on a belated honeymoon.

MOTHER-IN-LAW OUTWITTED BY HARD-RIDING COWBOY

Cheyenne Harry Refuses to Let His Home Be Wrecked in Latest Play, "Roped."

CHEYENNE HARRY'S mother-in-law tried to wreck his home. Harry wrecked it himself to save her the trouble, included a lounge-lizard in the wreckage, recovered his baby, who had been stolen, and started for the Grand Canyon of the Colorado as though nothing had happened.

That, in brief, is the theme of "Roped," Harry Carey's latest and best Universal photoplay, which you should see at the ..... theatre on .....

HARRY CAREY MAKES FIRST APPEARANCE IN DRESS SUIT

Vigorous Western Actor Coming in Universal Special Attraction, "Roped."

HARRY CAREY, king of outdoor actors, has acquired or had thrust upon him a big Universal story that requires his immersion in a dress suit.

Perfectly at home in his flannel shirt and chaps, the hard-riding screen favorite objected strenuously until Jack Ford, his director, promised a trip to the Grand Canyon of the Colorado in exchange for a few minutes in a tight collar and an evening suit.

The new picture, in which the westerner is expected to cram an ample quota of punch, was written by Eugene B. Lewis. It concerns a prairie millionaire who takes the kinks out of New York, rescues his baby, and reforms his mother-in-law, and is called "Roped."

In searching for suitable location, the entire Harry Carey company spent several months in the Grand Canyon, in New York and in way stations.

The story is widely different from many of the strong dramas in which the capable actor has starred in the last two years, but is said to be just as forceful.

A CRITICISM.

HARRY CAREY, acknowledged master of all "natural" western picture-play stars, appeared last night in his latest Universal Special Attraction, "Roped," at the ....." theatre on ..... in a role that is different from anything he has yet interpreted. "Roped" is a thrilling western story in which much of the action has an eastern background, including New York's "Great White Way," with many incidents of a humorous character.

Although the featured performer in the production, Harry Carey is by no means the star. The twinkling satellite of "Roped" is a bouncing, natural, crying, laughing baby who brings Cheyenne Harry and his outfit of hard-riding cowboys across the continent to New York, where they participate in incidents which make this offering one of the very best things on the screen this year.

EXPERT ROPERS OF WEST ARRIVE IN THIS CITY

Harry Carey's Outfit of Cowboys to Appear in Universal Special Attraction, "Roped."

HARRY CAREY and his flock of hard-riding cowboys are in town.

That can't be true, you say, because the reserves are playing checkers at the station-house and you met the chief racing home to lunch on your way downtown.

Nevertheless they are here and will be at the ..... theatre in Harry Carey's latest Universal triumph, "Roped."

In this latest success, Harry Carey sets out for New York to win a bride. He wins her and her mother is thrown in for good measure.

Everything is smooth sailing until mother-in-law gets the blind-staggers of social ambition and tries to wreck his home.

Then Cheyenne Harry turns wrecker and stirs things up.

Go to the ..... theatre on ..... and see Harry Carey in his most delightful photoplay.

RIOT STARTS WHEN COWBOYS TRY TO DON EVENING CLOTHES

IF Jack Ford, directing Harry Carey in "Roped," ever hits New York with his flock of cowpunchers, he probably will be arrested for rumpling up the peace and go to Blackwell's elegant little island for a rest of ninety days.

Harry Carey, Ace of Western actors, insisted upon a photodrama with a fast moving plot to back up the work of his range riders. He got it. "Roped" takes the entire company from the ranch to New York. It also requires the appearance of these perfectly good cowpunchers in evening dress.

When six of the men sentenced to evening clothes tried to enter their regular dressing-room, the other cowmen objected on the grounds that the clothes of civilization ostracized them from the society of decent cowpunchers. Then they appealed to the man in charge of the dressing-rooms. He tried to put them in with the stock character actors. Another riot ensued.

In desperation the doomed and sorrowful cowboys moved their belongings to a tumble-down shack on the western street at Universal City and there set up dressing quarters.

Advertising Helps for Harry Carey in "ROPED"

AT A GLANCE.

STAR—Harry Carey.

PREVIOUS HITS—"Hell Bent," "The Scarlet Drop," "Three Bad Men," "Straight Shooting," "Phantom Riders," "Wild Women" and others.

DIRECTED BY—Jack Ford.

SCENARIO BY—Eugene B. Lewis.

SUPPORTING CAST—Neva Gerber, J. Farrell McDonald, Arthur Shirley, Molly McConnell and the famous flying squadron of Harry Carey cowboys.

LOCALE—The western range country. A New York mansion. Way stations and the Grand Canyon of the Colorado.

TIME—Recently.

THUMB-NAIL THEME—Cheyenne Harry starts east to see the girl who has answered a matrimonial advertisement written without his knowledge by his cowboys. He finds the girl, marries her and becomes a proud father. Then her mother, striving for social power, tries to wreck their home by backing a lounge-lizard in his suit. Harry cleans house of the lizard and his mother-in-law as well, and starts for the Grand Canyon on his honeymoon.

PUTTING IT OVER.

HARRY CAREY is the one star in Western pictures today who is a real honest-to-goodness cowpuncher and broncho buster. Most of the so-called western rider-actors are theatrical men who saw the theatrical possibilities in the West and spent enough time there to learn a few tricks about riding and roping and shooting.

But Harry Carey is the "real goods"—born and reared on a ranch, knows his west from mountain to coast and gulf to border, shoots, rides and ropes like a whirlwind and yet is the most "natural" actor of them all.

Emphasize this fact in your advertising. Play Harry Carey strong, with a little extra attention to the baby in the show. Spend a little more money on your show whenever you've got a Harry Carey production, and you'll find that he'll get the coin for you every time.

ADVERTSING DISPLAY LINES

A bull in her china-shop.

Hard-riding roughnecks go the limit for a baby's smile.

Harry Carey and his cowboys take New York without a struggle.

Love is perishable freight—rush it

All the world worships at the shrine of babyhood.

Harry Carey takes all with a queen in his matrimonial game.

A baby's dimples make grown men boys again.

Is your mother-in-law a home-wrecker? See Harry Carey in "Roped," and see his cure for wifie's mamma.

Harry Carey robbed of his laurels by a laughing baby.

Harry Carey in a boiled shirt! Can you imagine it?

See him to-night in "Roped."

See Cheyenne Harry painting Broadway in his matrimonial clean-up.

ADVERTISING PUNCHES.

1—The big part played by a baby in a virile play of the great open West and a cowboy's love.

2—The star's popularity and his new role; evening clothes and a New York setting.

3—The spectacle of a flock of cowboys taking a New York mansion by storm and upsetting a dowager's dream of social supremacy.

4—Scenes in the Grand Canyon of the Colorado.

5—The unique angle of a bunch of men arranging a marriage for their millionaire boss without his knowledge or consent.

SEND THE FANS THIS.

IF you had been roped by a money-chasing mamma who intended to take her daughter away from you later, to live on the proceeds of the divorce with an aristocratic lounge lizzard; if you loved the butterfly wife and your baby, whose grandmother had spirited it away, would you send for your cowboys to help find the baby, or would you send for the police? See what Harry Carey did in "Roped," at the ..... theatre to-night.

FOR THE HERALD.

CHEYENNE HARRY starts for New York with his flock of cowboys to look over the girl who answered a matrimonial advertisement written in his name by his men who decided that a wife would be better than a housekeeper.

He arrives at the palatial New York home of the Judson-Browns, sees Aileen, marries her and settles down. In due time a bouncing, laughing baby is born. Then Mrs. Judson-Brown steps in with a recently acquired social ambition and tries to wreck their home.

What Harry does to a lounge-lizard who is fostered by Mrs. Judson-Brown is a caution.

Needless to say he preserves the integrity of his home and lights out for the Grand Canyon of the Colorado, a happy husband and father.

You must see Harry Carey as Cheyenne Harry in his latest Universal production, "Roped," to appreciate fast photo-drama.

OCEANS OF

That Will Send Millions Into
To See the Three Greates

Look At This List

COSMOPOLITAN MAGAZINE
HEARST'S MAGAZINE
GOOD HOUSEKEEPING MAGAZINE
NEW YORK EVENING JOURNAL
NEW YORK AMERICAN
BOSTON AMERICAN

ST. PAUL DAILY NEWS
KANSAS CITY POST
MINNEAPOLIS DAILY NEWS
INDIANAPOLIS STAR
CINCINNATI TIMES-STAR
PITTSBURGH PRESS
WASHINGTON TIMES
OMAHA DAILY NEWS
BUFFALO COURIER & INQUIRER
SAN FRANCISCO CALL
CHICAGO AMERICAN
CHICAGO HERALD-EXAMINER
SAN FRANCISCO EXAMINER
LOS ANGELES EXAMINER
ATLANTA GEORGIAN
ST. LOUIS STAR

DES MOINES REGISTER AND LEADER
DES MOINES EVENING TRIBUNE
BALTIMORE STAR
BALTIMORE AMERICAN
LOUISVILLE HERALD
FT. WORTH STAR-TELEGRAM
HOUSTON CHRONICLE
THE OKLAHOMAN
MUNCIE STAR
MEMPHIS COMMERCIAL APPEAL
BIRMINGHAM NEWS
TERRE HAUTE STAR
DALLAS TIMES-HERALD
PHILA. NORTH AMERICAN
LOS ANGELES HERALD

PUBLICITY

Thousands of Theatres Everywhere
News Reels in the World

—And More Coming

HEARST NEWS
UNIVERSAL CURRENT EVENTS
SCREEN TELEGRAM

Picture in your mind, if you can, the colossal total of circulation with the list of publications shown on the preceding page. And that isn't all by any means. More big circulation papers to come, which, with this list already secured, will be a veritable blanket to cover the entire United States from end to end. OCEANS OF PUBLICITY that will drive millions into thousands of theaters. Big figures you say? Yes—and MORE TO COME, TOO. Means that THE BIG THREE—Hearst News—Universal Current Events and Screen Telegram—DOMINATE the field of the world news reels.

WHAT DOES THIS MEAN TO YOU, Mr. Exhibitor? Means that no feature ever conceived or produced in the entire history of the motion picture will ever begin to even have a tiny fraction of such staggering advertising and publicity as THE BIG THREE. Means that without one cent of expense to you, you'll have the most phenomenal campaign of advertising and publicity on these BIG THREE News Reels ever conceived. Means that THE BIG THREE will be a big drawing card each week. Means that YOU will have the WINNERS if you book now.

Book thru your nearest Universal Exchange, or communicate with the UNIVERSAL FILM MANUFACTURING COMPANY, Largest Film Manufacturing Company in the Universe, Carl Laemmle, President, 1600 Broadway, New York.

THE MOVING PICTURE WEEKLY
A MAGAZINE FOR MOTION PICTURE EXHIBITORS

Published Weekly by the MOVING PICTURE WEEKLY PUB. CO.
1600 BROADWAY, NEW YORK CITY

PAUL GULICK, *Editor* JOE BRANDT, *Bus. Mgr.*

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Vol. 7. JANUARY 18, 1919. No. 22

CHANGES

WITH the new year came several changes to the faithful executives of the Universal. Without expanding on these changes or expatiating on the merit and service which prompted them, the *Moving Picture Weekly* takes this opportunity to express to each its wish that the new year bring the fullest happiness and the widest field for the display of his ability and the most ample opportunity for accomplishment.

JOE BRANDT, who has had, among other things, the executive charge of exchanges for the past year, has always had a strong desire to get into the producing end of the business. Mr. Laemmle has finally granted him this opportunity. From now on Mr. Brandt will have supervisory charge of serial making, exploiting and booking, both at the coast and at New York. He will have an office at both places but will do the greater part of his work at 1600 Broadway. A country-wide newspaper co-operation never before undertaken will be entered upon as a part of Mr. Brandt's new plan.

HARRY M. BERMAN, who has had charge of the Jewels, will continue in charge of them, and will succeed also to the title and responsibilities of general manager of exchanges and supervisor of Jewel Productions (Inc.). Joe Schnitzer, who has been district manager of the Central West, has come to New York to be general sales manager of Special Attractions and "short stuff." Hal Hodes will act as assistant to both Mr. Berman and Mr. Schnitzer, with the title of assistant sales manager.

GUS METZGER, who has made such an enviable record in charge of the New York Jewel office, has been made district manager of all the exchanges west of Denver. In spite of the glimpse of the possibilities that New York offered, Mr. Metzger is only too happy to get back to his boundless west. He knows it like a book and is confident that he can make it produce as it never has done before. Into his new-old field Gus takes the esteem and confidence of a whole new set of Eastern friends, as well as a drove of

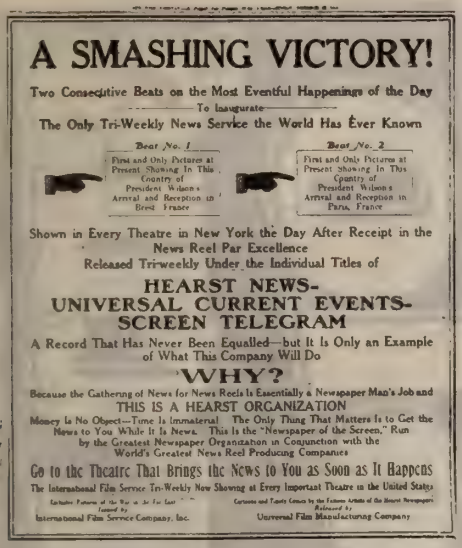
Westerners who will welcome him back in true western style.

JAMES V. BRYSON is back at the Minneapolis job which knew him so well for years. Though the firm name is now The Universal Film Exchange, instead of the Laemmle Film Service, Mr. Bryson looks very much at home again, and has been receiving a constant stream of visitors and a flood of congratulatory letters from his thousands of friends all over the West. There are few more popular film men in the business to-day than "Jimmy" Bryson.

Mr. Bryson, who was Laemmle representative in the Northwest for nine years before he relinquished the work late in 1915, has devoted part of the time since then to motion picture activities in California and the West. At the time of his retirement he planned a trip around the world with Mrs. Bryson, but circumstances incident to the war made this inadvisable. "I am coming back to the film business because I got lonesome for the bunch and also because I think I know exhibitors' problems well enough to be of real assistance to the theatre owners of the Northwest," he said on taking up his duties again. We welcome him back.

P. A. MANSFIELD has been appointed Universal local publicity agent at Pittsburgh and Mr. George H. K. Mitford has been appointed to the same office at Toronto. These appointments are in keeping with Universal's expanding exploitation policy and mean, for exhibitors in the two territories, greatly increased co-operation along all publicity and advertising lines. There are several other local publicity agents in certain cities who have not as yet been chosen. Their appointment will be announced soon.

NEXT week the *Weekly* will try an interesting experiment. It will show exhibitors how a single or double column publicity cut may be made into a striking advertisement of any desired dimension by the proper use of type and borders. This exposition will be made by the Advertising Department of the Universal Film Manufacturing Company taking one of the Universal cuts as a basis.


A SMASHING VICTORY!
Two Consecutive Beats on the Most Eventful Happenings of the Day
To Inaugurate
The Only Tri-Weekly News Service the World Has Ever Known
Beat No. 1
First and Only Pictures at Present Showing In This Country of President Wilson's Arrival and Reception in Brest France
Beat No. 2
First and Only Pictures at Present Showing In This Country of President Wilson's Arrival and Reception in Paris, France
Shown in Every Theatre in New York the Day After Receipt in the News Reel Par Excellence
Released Triweekly Under the Individual Titles of
HEARST NEWS-
UNIVERSAL CURRENT EVENTS-
SCREEN TELEGRAM
A Record That Has Never Been Equalled—but It Is Only an Example of What This Company Will Do
WHY?
Because the Gathering of News for News Reels Is Essentially a Newspaper Man's Job and
THIS IS A HEARST ORGANIZATION
Money Is No Object—Time Is Immaterial The Only Thing That Matters Is to Get the News to You While It Is News. This Is the "Newspaper of the Screen," Run by the Greatest Newspaper Organization in Connection with the World's Greatest News Reel Producing Companies
Go to the Theatre That Brings the News to You as Soon as It Happens
The International Film Service Tri-Weekly Now Showing at Every Important Theatre in the United States
International Film Service Company, Inc.
Universal Film Manufacturing Company

A whole page in The American reduced to a single column and showing the tremendous smashes of publicity and advertising which these three news reels are constantly getting.

POLO ARRIVES AT UNIVERSAL CITY.

Long Tour of Exchanges Completed and Star Again Ready for Serial Work.

EDDIE POLO, Universal serial star, is back at Universal City, after a tour of the country which has taken him over two months. Polo completed his itinery at Denver New Year's day, and arrived in Universal City two days later, anxious to begin work on a new serial.

Polo's return brings three serial stars to Universal City for new vehicles. Marie Walcamp is working on "The Red Glove," James J. Corbett is ready for the initial episode of his serial, and Polo's vehicle will be ready in a few days. Mr. Polo brought back with him two trunks filled with loving cups, presented by admirers in various cities, and his apartment in Hollywood now resembles a jeweler's window.

At Kansas City, Mr. Polo was greeted at the depot by a score of exhibitors and exchangemen, and over a thousand children gathered about him whenever he left his hotel. From the time Polo entered the city to the time he departed the youngsters followed him wherever he went, carrying his grips at various times and asking him numerous questions, which the star answered with boyish enthusiasm. At one theatre over five hundred boys, their caps in their hand, formed a line outside to shake hands with Polo as he passed out, and at the depot the star bade several score of youngsters farewell and distributed chewing gum among them.

In Denver, Mr. Polo was given a very enthusiastic reception at the depot, and in every theatre in which he appeared he was greeted by capacity crowds. Local film fans recalled the time when Polo was doing an aerial act with the Sells-Floto circus here, and they have been following the star's work in "The Lure of the Circus" serial closely.

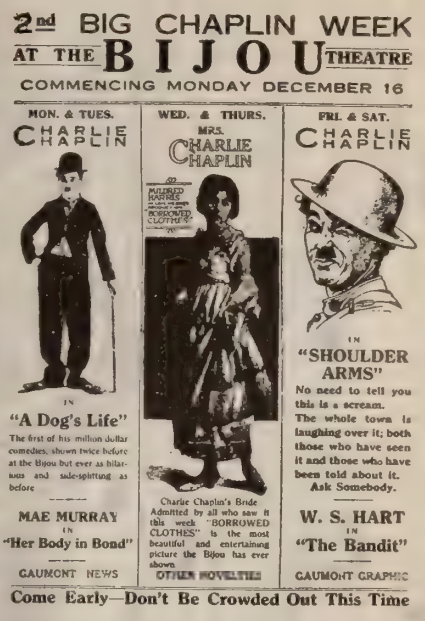
At the Olympic Theatre, Detroit, a crowd of two thousand greeted Mr. Polo, and the police were called three times to keep the crowd back. In two instances a patrol load of police were called to keep the streets clear. It rained for the three consecutive nights that Polo was there, and on Tuesday night it rained so hard that it was almost impossible for anyone to go out, but Polo was greeted by enormous crowds everywhere that he visited.

Mr. Polo made a personal appearance in the following houses:

Detroit—Cozy theatre, Nettie-B theatre, Olympic theatre, Globe theatre, Stratford theatre, Rosebud theatre, Jewel theatre, Rosedale theatre, Circle theatre, Quo Vadis theatre, Russell theatre, Dreamland theatre, Home theatre, and in Toledo at the following: Rialto theatre, Superba theatre, Quo Vadis theatre, White Eagle theatre, Overland theatre.

ROYAL THEATRE
SIXTH and OLIVE
Week Com. SUN. DEC. 29
NEW YEAR'S BIGGEST HIT
A GRIPPING BATTLE OF PASSIONATE SOULS AT BAY
"EVEN AS YOU AND I"
LOIS WEBER'S LAVISH DRAMATIC MASTERPIECE
A JEWEL SUPER-FEATURE

A one-sheet block poster used by the Royal Theatre, of St. Louis, for a picture on which nearly all supplies had become exhausted. The Royal's success with this picture shows that age has very little to do with the drawing power of a good picture if it has not played that particular house or community, or if it is so old that it is virtually new.


2nd BIG CHAPLIN WEEK
AT THE BIJOU THEATRE
COMMENCING MONDAY DECEMBER 16
MON. & TUES.
CHARLIE CHAPLIN
"A Dog's Life"
The first of his million dollar comedies, shown twice before at the Bijou but ever as hilarious and side-splitting as before
MAE MURRAY
"Her Body in Bond"
GAUMONT NEWS
WED. & THURS.
MRS. CHARLIE CHAPLIN
MILDRED HARRIS
BORROWED CLOTHES
Charlie Chaplin's Bride
Admitted by all who saw it this week "BORROWED CLOTHES" is the most beautiful and entertaining picture the Bijou has ever shown.
OTHER NOVELTIES
FRI. & SAT.
CHARLIE CHAPLIN
"SHOULDER ARMS"
No need to tell you this is a scream. The whole town is laughing over it; both those who have seen it and those who have been told about it. Ask Somebody.
W. S. HART
"The Bandit"
GAUMONT GRAPHIC
Come Early—Don't Be Crowded Out This Time

How the Bijou Theatre, Boston, advertised its Chaplin week.

COMEDIAN AND HIS BRIDE FEATURED IN CHAPLIN WEEK AT BOSTON

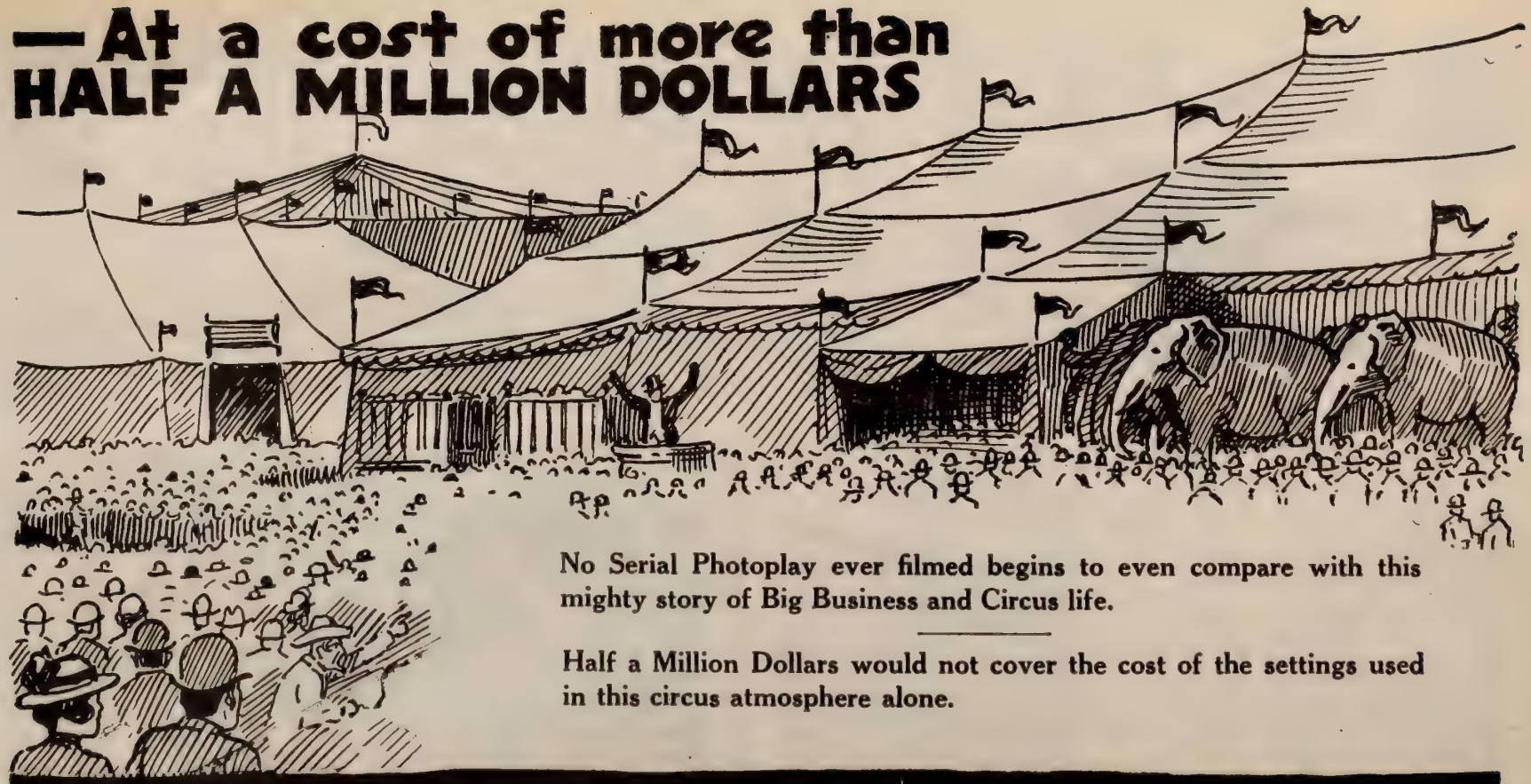
"CHAPLIN WEEK" has just been featured with great success by the Bijou Theatre, Boston. Attendance is reported as unusually good, as the result of the clever advertising plan and the arrangement of the program.

On Monday and Tuesday, December 16 and 17, the comedian was seen in "A Dog's Life," the first of his "million dollar pictures," and Mae Murray in "Her Body in Bond." This was followed by the showing of Mrs. Charles Chaplin (Mildred Harris) in "Borrowed Clothes," Chaplin in "Shoulder Arms," and a William S. Hart production.

In addition to the regular newspaper advertising, several thousand post cards announcing the Chaplin Week plan were sent out.

Jewel Productions reports that the idea of a Mrs. Chaplin Week has been carried out with great success by a number of eastern theatres. There are now available four productions with Mildred Harris, the comedian's bride, as the star—"The Price of a Good Time," "The Doctor and the Woman," "For Husbands Only," and ""Borrowed Clothes."

—At a cost of more than HALF A MILLION DOLLARS



No Serial Photoplay ever filmed begins to even compare with this mighty story of Big Business and Circus life.

Half a Million Dollars would not cover the cost of the settings used in this circus atmosphere alone.

Eddie Polo in "The Lure of the Circus"

"Greatest Serial Universal ever made---going over like wild fire in my territory---kids 'nuts' over it---packing 'em in to capacity in all houses where booked."

I. LESSERMAN
Universal Film Exchange, Chicago

"Have already surpassed all serial booking records in this territory---the largest territory in the U. S. Exhibitors showering praise on Universal for biggest money getter and finest serial entertainment ever put out by this company."

MANNY GOLDSTEIN
Universal Film Exchange, N.Y.

"If Universal can put over more serials like 'The LURE OF THE CIRCUS' we won't need salesmen to sell them---Far and away the best serial Universal ever made---Exhibitors tickeled to death over results and crowds."

Universal Film Exchange, Portland

Here are expressions from but three exchanges—read what they say. In every exchange in the country, it's the same thing. Eddie Polo in "THE LURE OF THE CIRCUS" is the biggest winner on the boards today. It is knocking competition into a cocked hat. It's getting the money for Exhibitors. It's giving the people extraordinary entertainment. What more need we say. Go see a few episodes and YOU'LL BOOK if you're out for money and crowds.

Book thru your nearest Universal Exchange, or communicate with the UNIVERSAL FILM MFG. CO., Largest Flm Mfg. Co. in the Universe, Carl Laemmle, Pres., 1600 B'way, N. Y.

Up-to-the-mi

**From Hearst News, Unive
Telegram, the greatest a
ever a**

*On the left is a wonderful picture of
naval photographer at work "shooting"
the Pennsylvania.*

Shot of a depth-bomb dropped from a destroyer for President Wilson's amusement on the voyage to France

In centre—Gen. Dieterich, commander of the valiant Czecho-Slovaks.

Students at Texas Flying School disappointed at the armistice

---

Czecho-Slovak troops on the Trans-Siberian Railway and the ornamented box-car in which they live

te Pictures

Current Events and Screen gation of News Weeklies abled.

On the right President Poincare driving through Paris streets with King Victor Emmanuel of Italy. One of the intimate views of the best camera force in existence during the world's most breathless period.

Typical survivors of the Northern Pacific as they looked after debarking from the breeches-buoy.

The President's flag flies for the first time on foreign soil.

Rescuing wounded from the stranded Northern Pacific on Fire Island, New York.

Press Sheet for RUTH CLIFFORD

THE STORY.

(*Copyright*, 1918, *Bluebird Photoplays.*)

RUTH ELLIOTT, with a talent for painting, has written to friends at home of successes that never came, and tells of a motor car, palatial home, and influential friends. Receiving a letter that a chum, Mildred Colburn, will pass through her city, to make good the bluff, Ruth spends her last $15 to hire an auto, and the obliging chauffeur (who is really Peter Neyland, a young millionaire) agrees to pose as her private driver, and be known as James.

Ruth and Mildred enjoy themselves together until they meet Mrs. Peabody Jones, a busybody, who imparts the glad news that Mildred's boat will not sail for a week. Mrs. Jones volunteers to chaperon Mildred and Peter, to help out, plants the party in his uncle's home. The servants take orders from Ruth, and she poses as mistress of the house.

One night she catches Peter drawing a check on his own account, and thinks she has driven him to forgery.

Peter finds Mildred and Mrs. Jones expect to meet celebrities, and he makes McQuade, his butler, pose at the Country Club gate as a famous golf player. Then Ted Latham, one of Peter's chums, gets into the game, and, much to Peter's disgust, beaus the women around night and day, with Peter as the humble chauffeur.

Peter's uncle arrives unexpectedly, and Mrs. Jones, who has doped the whole plant as a burglar gang, calls the police, with plenty of good comedy in the near arrest. Matters are explained, Peter and Ruth admit their love, and Latham persuades Mildred to make it a foursome honeymoon.

ADVANCE NOTICE NO. 3.

In "The Game's Up," her newest Bluebird comedy drama, which comes to the ..... theatre on ....., Ruth Clifford is seen as a young artist, who has failed to make good, but who has written glowing letters home, telling of motor cars, palatial homes, and influential friends which exist only in her imagination. How she is helped out by a millionaire posing as a chauffeur, and later led to the altar as his bride, makes a rattling good hour of laughs and heart interest.

Story by GLADYS E. JOHNSON.

Directed by Elsie Jane Wilson.

CAST.

Peter Neyland.....Al Ray
Ruth Elliott.....Ruth Clifford
Mildred Colburn.....Mildred Lee
McQuade.....Harry Holden
Mrs. Peabody Jones.....
....Margaret Cullington
Ted Latham.....Clifford Gray
P. Van Rennselaer Neyland.....
.....John Hay Cossar

ADVANCE NOTICE NO. 1.

FOUR hundred cabaret girls descended on Universal City in a body when Elsie Jane Wilson, the feminine director, who created "The Game's Up," Ruth Clifford's latest starring vehicle, advertised for a dozen members of the "merry merry" for a cafe scene in the production.

It was during the influenza epidemic in Los Angeles, and the Board of Health had ordered the restaurants to abandon their cabaret shows, hence many maidens were out of work. Again, the theatres had been closed, and there were members of four complete vaudeville shows stranded in the City of the Angels, as well as the chorus girls from a burlesque troupe and a musical comedy company. Miss Wilson's ad, to the hungry girls, meant at least a few square meals, and by street car, jitney bus, horse and buggy, and on foot, the stranded feminine troupers made their way to the Bluebird west coast studios.

Ruth Clifford's heart was touched, and she tried to persuade her director to make a follies review a part of the picture and use all the girls. But this couldn't be done, and so Miss Clifford generously ordered Maestro Stein, maitre d'hotel of the Universal City cafeteria, to give each girl who could not be used a square meal and charge it to her personal account.

"The Game's Up," the play in which all this happened, comes to the ..... theatre on ....., and shows Ruth Clifford in one of the best roles of her entire career. She is supported by Al Ray, Mildred Lee, Harry Holden, and John Cossar.

FOR THE HERALD.

SUPPOSE you were a young girl with a talent for painting and you had left your home town and gone to the city, with everyone predicting you would become a second Rosa Bonheur.

Suppose that fickle goddess of fortune hadn't smiled on you, but your pride forced you to tell little white lies and you wrote home about successes you never made.

Suppose a girl friend from your home town wrote you she was coming to visit you for an afternoon and was dying to ride in your car, see your chauffeur, meet the celebrities you knew, and see your palatial mansion, all of which were entirely imaginary.

Suppose you invested the last cent you had in hiring a nice-looking young driver to pose as your chauffeur, and that after you had driven your chum around all afternoon you found out she insisted on visiting you for a week. What would you do?

See what Ruth Clifford did in "The Game's Up," her new Bluebird comedy drama, that comes to this theatre on .....

Her adventures in trying to make a royal flush bluff with a pair of deuces, figuratively speaking, will furnish you with chuckles a-plenty and guffaws galore.

ADVANCE NOTICE NO. 2.

RUTH CLIFFORD, the attractive Bluebird star, who has been seen in such notable successes as "The Cabanet Girl," "The Lure of Luxury," and "Fires of Youth," comes to the ..... theatre on ....., in "The Game's Up," her newest Bluebird comedy drama.

It is the story of a struggling young painter, who writes glowing letters home, telling of a high-powered motor car, a palatial home, and influential friends, all of which exist only in her imagination. A girl comes to spend the afternoon with the famous(?) young artist, and the latter is required to make good her bluff. How she does this, with the aid of a young millionaire, who poses as her chauffeur, and the series of complications that set in when the friend's stay is lengthened to a week, furnishes a myriad of gleeful comedy situations.

The star is supported by a notable cast, headed by Al Ray, a cousin of the better known Charlie; John Cossar, Mildred Lee, Harry Holden, Clifford Gray, and Margaret Cullington.

The photoplay was directed by Elsie Jane Wilson, from the script by Katherine Carr, prepared from the original story by Gladys E. Johnson.

"THE GAME'S UP" Press Sheet

AT A GLANCE.

STAR—Ruth Clifford.
PREVIOUS HITS—"The Lure of Luxury," "The Cabaret Girl," "Fires of Youth," etc.
DIRECTED BY—Elsie Jane Wilson.
SCENARIO BY — Katherine Carr.
FROM ORIGINAL STORY BY —Gladys E. Johnson.
SUPPORTING CAST—Al Ray, John Cossar, Clifford Gray, Mildred Lee, Harry Holden, Margaret Cullington.
LOCALE—San Francisco, showing a fashionable home; and Monterey, a Pacific coast seaside resort.
TIME—The present.
TYPE OF PICTURE—Rollicking comedy drama, bordering almost on the burlesque.
THUMB-NAIL THEME — The story of a young girl artist who, having boasted of imaginary successes in letters home, tries to make good the bluff when a girl friend from her home town comes for a few hours' visit. The few hours' visit turns into a week, the adventures with which the heroine has to keep up the front, with the aid of a rich young man who poses as a chauffeur, furnish a series of amusing complications that are not straightened out until the final iris.

NOTES.

Ruth Clifford, who comes to the ..... theatre ..... in "The Game's Up," a new Bluebird comedy drama, began her screen career as an extra girl at the old Edison studios in New York. The studio manager caught her peeking through a knot hole in the fence and, as a punishment, made this bashful young school girl assume a minor role in a current production.

Al Ray, a cousin of Charlie Ray, plays opposite Ruth Clifford in "The Game's Up," a new Bluebird comedy drama, to be shown at the ..... theatre, on ..... The cousins look alike and are often mistaken for one another. Collectively they are spoken of as "Little Rays of Sunshine," for both feature in comedy drama.

ADVERTISING CATCH LINES.

Ruth Clifford in a rollicking comedy-drama.

She borrowed an auto, a chauffeur and a home to make good her false position as a successful artist.

"Oh, what a tangled web we weave

When first we practice to deceive."

Watch out. That chauffeur of yours may be a millionaire in disguise.

She fell in love with her chauffeur, but he proved to be a millionaire out for a lark.

With a pair of deuces she made a royal flush bluff.

A comedy-drama full of chuckles.

WILL BE OLD MAID.

BY actual count, Ruth Clifford, who appears at the ..... theatre, on ....., as star of "The Game's Up," has been married thirty-three times. That is, before the camera, and for art and not for keeps. In real life the Bluebird star plans to fight shy of the altar and become an old maid.

Don't think she plans to remain a spinster because of lack of opportunity to become a blushing bride. Not so, for scarcely a mail comes into the Universal City postoffice that does not bring at least one offer from some movie-mad young man to share his lot with the fair star, and the Bluebird company has its hooks out for a fakir who is traveling in Canada and making capital of the fact that he is Ruth's husband. He also says they have four children. Ruth is seventeen.

Farmerettes in overalls have nothing on Elsie Jane Wilson, the feminine Bluebird director, who created Ruth Clifford's recent success, "The Game's Up." During the filming of this picture, which will be shown at the ..... theatre ....., Miss Wilson appeared at the studio in a natty khaki suit, with trousers, and wore pigskin putties and a masculine telescope hat.

CRITICISM FOR "THE GAME'S UP"

PRETTY, appealing Ruth Clifford never looked prettier nor more appealing than she did in the Bluebird photoplay, "The Game's Up," which played at the ..... theatre yesterday. Elsie Jane Wilson, who directed this comedy drama of the not-too-light and not-too-heavy sort has guaged the talents and acting ability of her star with unerring accuracy, and has made the utmost out of the Gladys E. Johnson story where anything but the most clever direction might have resulted in a very uninteresting play. The idea of a girl borrowing a position and the things which went to establish that position for the purpose of convincing the folks at home that she had been successful, is not particularly new, but Miss Clifford is so good to look at and the incidents in her amusing burglary are so neatly developed that "The Game's Up" registers very strongly from the entertaining angle. Al Ray, who is said to be a cousin of Charles Ray, and who played the principal supporting character, would have been excellent had he refrained from mugging the part so continuously.

Ruth Clifford, the Bluebird star, is a musician of note. She is a vocal artist as well as an accomplished 'cello player. Her latest production, "The Game's Up," a Bluebird comedy drama, comes to the ..... theatre .....

"AFTER

EVERYBODY who reads newspapers knows the mendous questions which war has raised in Europe tween husbands and wi everybody suspects the dra situations brought about b lack of ordinary restraints.

"AFTER THE WAR" is a great d —and the first drama—built a this enormously absorbing subje powerful picture big with dramatic s tions that will reach every heart, an constructed with such brilliant a never to offend.

ORIGINALLY owned by the Argosy Film pany, "AFTER THE WAR" has been over by the Universal Film Company and m UNIVERSAL SPECIAL ATTRACTION, be it is the one, big, vital, superbly directed dra after-the-war conditions between men and w which has so far been produced. Book it t It cannot fail to grip, to please, to be talked a to furnish thrilling entertainment.

Book thru your nearest Universal Exchange, or c municate with the UNIVERSAL FILM MFG. Largest Film Mfg. Co. in the Universe, Laemmle, President, 1600 Broadway, New Y

THE WAR"
UNIVERSAL SPECIAL ATTRACTION

HARRY CAREY is a good actor. As a matter of fact, Harry Carey is a great deal better than any other Western character portrayer on the screen today. Carey isn't a matinee idol. Carey isn't a dolled-up, curled and scented beauty. Carey is natural and unaffected and human, and the more you see him the more you want to see him. Carey's as easy as an old coat, as full of chuckles as a kid on Christmas, as good to look at as an old friend. Audiences like Carey, because he fills the picture without an effort. Book him in "ROPED"—he never did anything better.

HARRY CAREY

IN

"Roped"

A COMING
UNIVERSAL
SPECIAL ATTRACTION

"Conceived with a skill and intelligence that lift it high above its contemporaries. So stupendous that it claims a distinction all its own."

—New York Evening Mail

RELEASED THRU JEWEL PRODUCTIONS, INC.

"THE HEART OF HUMANITY"

"A distinct achievement in motion picture creation."

—New York Times

"Our advice is, go see 'The Heart of Humanity'."

—New York Tribune

"Panoramas unsurpassed on the screen."

—New York Evening Sun

RELEASED THRU JEWEL PRODUCTIONS, INC.

"THE HEART OF HUMANITY"

"One of the most stirring films ever presented in New York. One of the most graphic pieces of filming ever seen on the screen."

—New York Evening World

"Vivid presentation—beautifully done. Its intense story will hold you to the end. The Authors are to be congratulated upon the success of their achievement."

—New York Evening Telegram

RELEASED THRU JEWEL PRODUCTIONS, INC.

"THE HEART OF HUMANITY"

"Spectators thrilled to it with enthusiasm."

—New York Herald

"The Broadway Theatre was packed to overflowing by an audience that never missed a thrill nor skipped a dramatic sensation."

—New York Morning Telegraph

"Of the utmost interest."

—New York World

RELEASED THRU JEWEL PRODUCTIONS, INC.

Some of the most amazing camera work ever shown on any screen.

The CRAVING

IF you think you've seen wonderful moving pictures, you're going to get the surprise of your life when the positively amazing magic photography and highly colored dramatic action is flashed before you on the screen. "THE CRAVING" is a tremendous heart-interest, human-interest drama of today, with a story that stands alone in its world-wide appeal to everyone from 8 to 80.

Book thru your nearest Universal Exchange, or communicate with the UNIVERSAL FILM MFG. CO., Largest Film Mfg. Co. in the Universe, Carl Laemmle, President, 1600 Broadway, New York.

THIS IS AN ACTUAL SCENE *from the* DRAMA

Ruth Clifford

in Elsie Jane Wilson's Production

"The Game's Up!"

A Feature Production that no Exhibitor can afford to miss.- Your Public will keep coming if you play this for a Run.- One of Ruth Clifford's Finest.

Released thru all UNIVERSAL Exchanges

An Open Letter to

MR. JOSEPH PLUNKETT

STRAND THEATRE, BROADWAY and 48th ST., NEW YORK

MY DEAR MR. PLUNKETT:—

I have visited The Strand many times and each visit has been a treat.

Recently, while I was enjoying the delightful entertainment of a feature picture, it just came to my mind how wonderful it would be for the New York public to see our de luxe Universal Special Attractions, presented at The Strand amid the luxurious surroundings, the wonderful music and the general atmosphere of your great auditorium.

The feature that I saw was good, but if you will countenance an honest expression, based on my wide experience in pictures, let me say that any one of our last series of Universal Special Attractions would have been superior in the character of entertainment.

I can imagine how wonderful Dorothy Phillips in "The Talk of the Town" would have gone over with that music and those settings and rich Grauman atmosphere. Likewise, Priscilla Dean in "The Wild Cat of Paris," or "Kiss or Kill"—Harry Carey in "Roped" and "Three Mounted Men"—Mae Murray in "Danger, Go Slow," and our other special pictures.

The people of New York City are precisely the same as people in other parts of this country. Give them supreme picture entertainment and they'll flock to your house. Give them an overtouted Star without the fine story and they'll go elsewhere.

In Universal Special Attractions we strike the happy combination of star, story, settings, atmosphere, direction, lightings, and super-excellence, and the productions themselves are their own best evidence of all these drawing powers.

Will you, as a personal favor to me, call at our Exchange at 1600 Broadway, where our Mr. Manny Goldstein will arrange a private exhibition of these productions, then after reviewing them, will you extend to me the courtesy of your opinion on these pictures.

Very cordially yours,

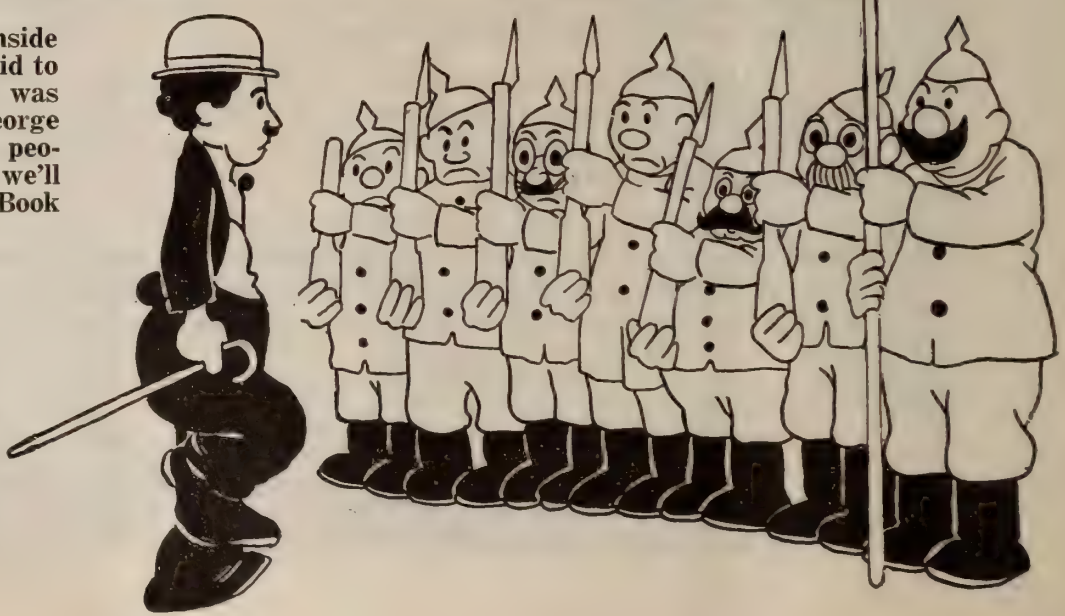
Carl Laemmle

"HOW CHARLIE CAPTURED THE KAISER"

THE man who wont laugh his head off at this dern fool cartoon by Pat Sullivan ought to see a doctor right away. It made such a hit that Pat took his pen and went--

"Over the Rhine with Charlie"

Here he got a lot of inside stuff on what Charlie did to the German army that was never reported by George Creel at all, and if your people don't split in a fit we'll stop making pictures. Book them both today.



Book thru your nearest Universal Exchange, or communicate with the UNIVERSAL FILM MFG. CO., Largest Film Mfg. Co. in the in the Universe, Carl Laemmle, Pres., 1600 Broadway, New York.

"A Shot for Life"

"THE LURE OF THE CIRCUS."

Episode No. 10.

CAST.

Eddie Somers.....Eddie Polo
Alice Page.....Eileen Sedgwick
Howard Mason.....Fred Montague
Richard Van Norman.....Duke R. Lee
Edward Lawrence.....Harry Carter

EDDIE drops safely into the ocean for the water was very deep at the place he jumped. Swimming hard, he was picked up by Revenue Officers, to whom he gave a description of the layout of the island and his suppositions as to those who inhabited it. The officers then decided that it was best for Eddie to go ahead of them to relieve Red Mike's suspicions and that they would follow. They followed and none too soon, for Red Mike in his anger at Eddie, had decided to hang him and when the Revenue Officers came over the hill the gang was just stringing him up. A well-aimed shot, however, parted the rope and Eddie dropped into the midst of the gang. In the confusion the detectives rushed forward and making prisoners of the gang, released Eddie from the ropes. They all started back to the mainland.

Meanwhile Dynamite Dan, who had escaped from the river, when he was shot off Eddie's back while being carried across the power line, was arrested for vagrancy.

Lawrence went to Mason and told him that he had left Alice on the island and that Eddie was thrown overboard, which delighted Mason. At the jail Mike was put through the third degree, and when the chief asked if he had any friends in town, Mike said: "Send for Lawrence, my lawyer."

But Lawrence denied ever having seen Mike before and Mike was locked up. Lawrence saw Dan brought in for vagrancy and hurried to tell Mason. Just then Van Norman phoned that Eddie and Alice had reached the circus. Suddenly Mason laughed and when questioned by Lawrence says: "With Dan and Mike both in jail, now is our chance to send Eddie up for the murder of Harden."

But in the meantime, Eddie Somers, who had returned to the circus, had gotten into the usual altercation which took place when he and Van Norman had to see each other. For Van Norman had been convinced that Eddie was dead and had told his men to throw Eddie's dressing trunk off the lot. Eddie first tackled the man who had thrown it off and after beating him up, went to look for Van Norman, who had given the order. "You took my trunk; where is it?" As he said this he pointed to where it should be, and Van Norman, who already had had enough of Eddie's fists, slammed him over the head with a four-inch brace, dragging the unconscious Eddie he dumped him un-

ceremoniously into an empty trunk and locked the cover. Rushing outside, he saw one of the pony teams and told the men in it: "Take that —— trunk of Somers and throw it into the river with everything it contains." This the men proceeded to do.

SYNOPSES OF "A SHOT FOR LIFE" AND HEARST NEWS, No. 1

Hearst News, No. 1.

Trench Railways Carried Wounded.—Knights of Columbus workers in the Argonne Forest cared for the heroic lads of New York's famous "fighting Sixty-ninth."

Sub-title.—In a ruined church the Rev. Father Collins holds mass for the boys of the famous "fighting Irish" Regiment of the Metropolis.

Air Fleet Salutes Fleets of the Sea Over the Towering Skeleton Masts of the Great Battleships Gathered in the Hudson River Pass the Swift Winged Warships in Aerial Review.—New York City.

....Sub-titles.—Looking down upon the great North Atlantic Fleet, America's first line of defense, from a naval airplane. A dreadnought of the air. The mighty Mississippi, the most powerful warship afloat. She has a displacement of 30,000 tons, burns oil and has a speed of twenty-one knots. Part of the Mississippi's main battery of twelve 14-inch guns. The backbone of the Navy——The powerful guns of the super-dreadnought.

With the Allies in Siberia.—British troops land at the only seaport of Eastern Siberia to join the Allied forces struggling to retrieve stricken Russia from the land of the Bolsheviki.—*Vladivostock, Siberia.*

Sub-titles.—Allied officers and Czecho-Slovak troops salute the British colors. On the way to entrain for the front—a battle line drawn for miles through the snows of Northeastern Siberia. German and Austrian prisoners of war who fought under the red flag of the Bolsheviki, captured in battle by the Czech-Slovaks.

Chasing the U-Boat.—How the ever-watchful crews of the "Chaser Fleet" protected our miles of coastline from the lurking submarines of the Huns.

Sub-titles.—Through the mist and clouds, through the spitting aerials of the wireless station comes the report of "U-boats" off the coast. The fast patrol boats get busy——. First sight of the telltale periscope——. The "Y" gun fires the depth bomb to the spot where the "Submarine" was last seen. This film has been approved by the naval censor of the U. S. Navy Department in so far as it relates to naval matters, by Approval Certificate No. 6.

Cartoon," Menace," by Hal Coffman Animated by John Terry.

Mark Gates

Mr. Mark Gates, builder, owner and managing director of the Dayton Theatre, Dayton, O.

MARK GATES is the Rothapfel-Hammerstein of Dayton rolled into one. He combines the conspicuous characteristics of each of these two amusement purveyors in a marked degree. Like both of these men, Mr. Gates has built a number of theatres and, like both of them, he also advertises them like circuses. In every instance it is his ambition to make the particular theatre which is the last to hold his attention, the greatest, not only in its town, but the greatest which he has ever built. In view of this fact and in the knowledge of some of the theatres that Mr. Gates has built, one might expect the Dayton theatre to be the "Rivoli" of Dayton—and that is just exactly what it is.

The alluring promise of its artistic and inviting exterior is amply born out by the commodious, restful and luxurious appointments of the interior of the auditorium. In the first place, there has been no skimping as to the seating arrangements. The seats themselves are as wide as any that the seat manufacturers make, thus giving the spectator at the Dayton theatre his full money's worth of ease, leg room and opportunity of getting the best possible view of the picture. One important feature which Mr. Gates has introduced in the interior of his house is illustrated in the cut of the interior on page 26. Instead of having his projection machines at the extreme rear, or in any other way lengthening the throw, he has devised a scheme for putting his battery in an alcove directly under the balcony and at the extreme front nearest the screen. Therefore, while the Dayton theatre has a depth which enables it to seat very nearly 3,000 people on its main floor and single balcony floor, it has a throw no greater than the average theatre. This, with a wide angle and an extremely large screen, make projection at the Dayton theatre one of the principal pleasures to the crowds who frequent it.

Another point of contact between Mr. Gates and his audience is the orchestra, which is under the efficient leadership of H. H. Thomas. Mr. Thomas insists on viewing all of the pictures some time before they are played, even if a trip to the Exchange has to be arranged in order to do so. With his excellent orchestra, Mr. Thomas gives virtually a philharmonic concert at each presentation at the Dayton theatre.

As his third point of contact with the Dayton clientele, he regards the character of the pictures he shows at the Dayton theatre. This is entirely and distinctly up to Mr. Gates, himself, and he books nothing without carefully weighing not only the drawing power of the subject, but the distinctly entertaining quality and its acceptability to all classes. Nothing has ever been presented at the Dayton which has offended any religious belief, which would arouse class antagonism, or could offend the most sensitive. When these things are considered, one realizes that the subject matter of the Dayton theatre is somewhat circumscribed.

Mr. Gates' fourth point of contact with his audience is through the press, and it is this point upon which he is particularly insistent. In the advertising sections of all of the Dayton papers he dominates the town of Dayton as his theatre does in every other way. A glance at the two sample pages from the Dayton Herald will show how the advertising of the Dayton theatre dominates the photoplay pages. Mr. Gates is a consistent and insistent advertiser, morning, noon and night. He finds that it not only pays to advertise, but that it pays to advertise all of the time, and in the most spectacular and noticeable manner possible. You can't pick up a Dayton paper without knowing what is playing at the Dayton theatre and learning just the things about the photoplay that you desire to know, for the Dayton advertising is done in a mighty clever manner.

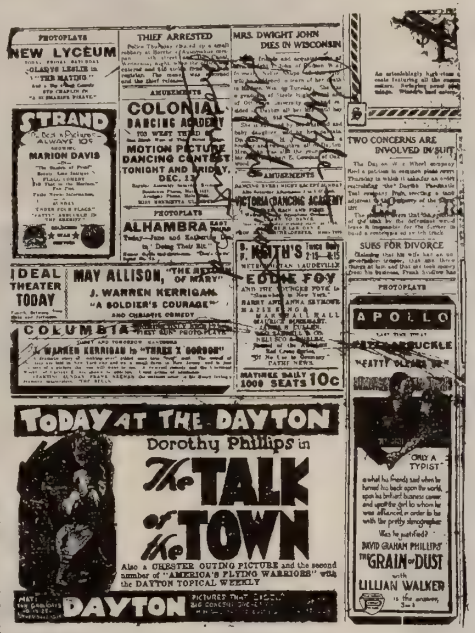
Realizing all of these things, the superscription which Mr. Gates has adopted as a slogan, "Pictures that Excel," takes on a new significance. Everything about the picture excels, and Mr. Gates gives credit to the picture alone. Since the opening of the theatre, the Jewel Productions have particularly appealed to Mr. Gates. It is very seldom, for instance, that he plays two pictures from one exchange in succession, for variety has been one of the Dayton's watchwords, and he

The Dayton Theatre, the brightest spot in the town which makes the cash registers for all movie theatres.

Dominates Dayton

did not want to have any exchange feel that he was tied to that exchange or to any program, but it happened that after having screened the "Talk of the Town," with Dorothy Phillips, Mr. Gates booked this feature for a run. "Borrowed Clothes," starring Mildred Harris, had already been booked for the week following, for Mr. Gates has played all of the Mildred Harris pictures that he could lay his hands on. Miss Harris, or Mrs. Charlie Chaplin, as she is now billed, is one of the best drawing cards in the city of Dayton. "For Husbands Only" established a record at the Dayton, but Mr. Gates expects that Mrs. Charlie Chaplin will overtake that record very soon.

But one of the real achievements of Mr. Gates' managerial regime, and one of which he is pretty proud, is the scoop which he secured with the Jewel, "The Surrender of the German Fleet." As soon as the news went out that all of the film companies had made arrangements to take these pictures, Mr. Gates resolved to have the first showing in Dayton. It just happened that he was in the city of New York at the time these pictures came in. The Strand theatre of Dayton announced that they would make the first showing and got up an elaborate advertisement for their Sunday paper, calling the Sunday showing a "scoop." This fact was wired to Mr. Gates in New York and Mr. Gates, in his usual way, got



busy immediately. He went to the Jewel office, obtained the first print which came in from the picture, entrusted it to a messenger and got it in Dayton twelve hours before any other "Surrender of the Fleet" came in. The print reached Dayton at 8 o'clock, Saturday night. A tremendous poster, advertising the showing as an exclusive one, was put in front of the Dayton theatre, and Mr. Gates switched his advertisement in the Sunday papers to announce the big scoops at Dayton. This was done by inserting a three-column box in the top of the advertisement, which in all occupied 500 lines, triple column.

The Saturday night showing and the re-vamped Sunday advertisement made the Strand extra special announcement of a real scoop look extremely ridiculous. Mr. Gates also takes credit for the Herald's editorial the next morning, and this is what he said:

Dayton, O.

Universal Film Mfg. Co.,
1600 Broadway, New York, N. Y.

Thanks to your quick work we scooped every other Dayton theatre with showing of Surrender of German Fleet News Weekly was due to open Sunday at other house showing flashes of surrender. Your messenger arrived with film Saturday. We played film Saturday night thus putting over biggest scoop in history of local theatres. Big publicity all local papers over this unusual feat.

Mark Gates Managing Director Dayton Theatre, Dayton, O.

Interior of the Dayton Theatre and the way it looks most of the time.

My Best

Bewitching JUANITA HANSEN in

The classiest serial settings with the classiest and most beautiful star, and the romance of the most fascinating country on earth for a background—that's—"THE BRASS BULLET." Exhibitors have played up the bewitching beauty of JUANITA HANSEN, and the public have responded in hundreds of theatres.

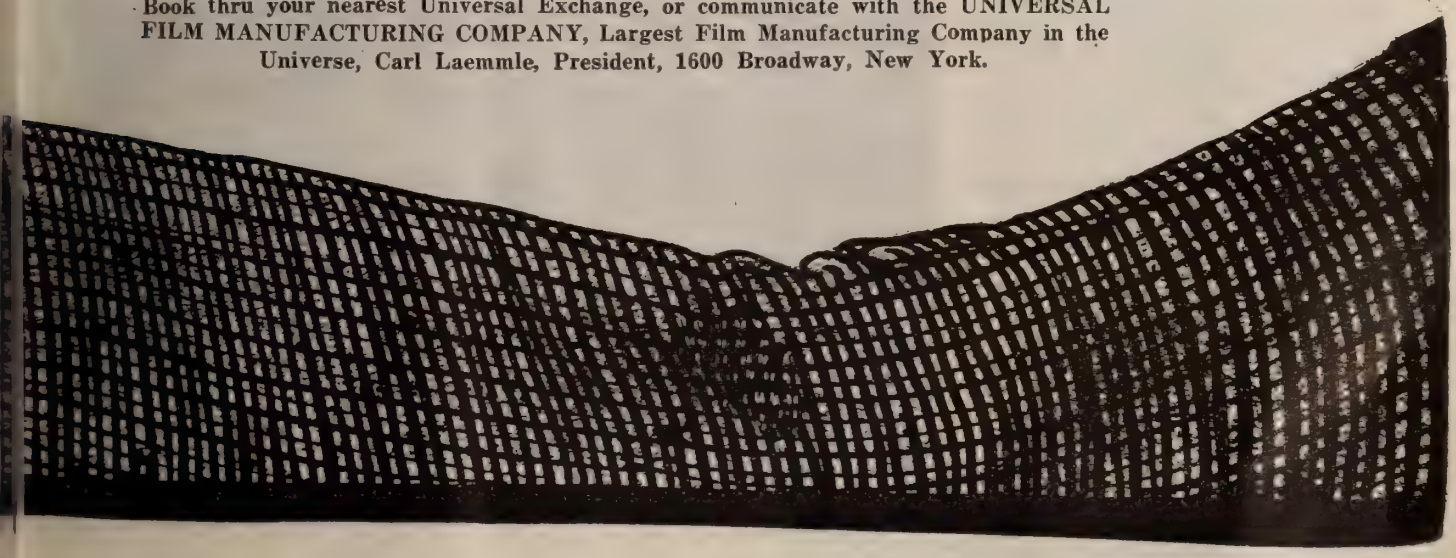
Serial Best to Date

"The BRASS BULLET"

If you haven't played--"THE BRASS BULLET"

you've a treat coming to you in the way of profits and your patrons have a bigger treat coming in entertainment. Swift action—thrills that hold them week after week—suspense that grips and a love story that enthralls, pretty well describe this big serial. Any Universal Exchange has all the episodes, and will arrange a showing for you so that you may see before you book. Arrange to review this serial immediately, and book for the money there's in it for eighteen straight weeks for you. Don't lose any time.

Book thru your nearest Universal Exchange, or communicate with the UNIVERSAL FILM MANUFACTURING COMPANY, Largest Film Manufacturing Company in the Universe, Carl Laemmle, President, 1600 Broadway, New York.



Lobby

By
M. KASHIN.

Alhambra Theatre, Singapore, where "The Wrong Door" was playing at the time. The Alhambra plays all the Universal pictures which come to Singapore.

ANIMATED LOBBY DISPLAYS

THERE is no doubt about it. The trade is waking up to the fact that theatre lobbies are a part of the "show"; that the more people you can attract to the outside of your theatre, the more you will have inside, provided you use the familiar and well-known principles of advertising and applied psychology.

The first principle of all advertising is to compel attention. The next principle is, assuming your advertisement has been noticed, to say something worth while, to hammer in what you have to say while you have the chance, making the very first words of your "ad" hold the attention of your subject. Then must follow the convincing argument, and finally the vital point that clinches, that makes the man buy your products.

It only takes a glance at these four cardinal principles of advertising and selling methods to see the application of them to theatre "window dressing," as I have chosen to call the theatre lobby display. The psychology of how to attract attention, how to hold attention, how to create a mental impression favorable to your purpose, and finally how to get action, how to get that nickel, dime or quarter as the case may be, laid into your theatre box office window, is not so readily apparent.

It takes much thought and much actual experience before one can feel that he has succeeded in the meaning that success is anything like full efficiency, in this most difficult task.

The first principles are easily explainable, and any one willing to make the study along practical lines will find himself amply repaid in the end, and not financially the loser during even the early experimenting in this widely neglected field. From the theater standpoint, the first and surest means of attracting attention is by direct application of the principle that first attracted business inside, namely, motion. Anything in motion attracts attention. An "animated" lobby display is sure to do that.

The next best to actual motion is the suggestion of motion, the picking of a pose or attitude that makes the passerby stop. The pictures of your subjects are bound to attract attention if the whole attitude is "alive." There would be several ways to make such a display very cheaply.

A cut-out display is better as an attention-compeller than it would be to hire a man to make up, because people stop and look and try to figure out how any kind of a "dummy" trick is accomplished. We are used to seeing real people, even in strange make-ups, doing "stunts" and we are more attracted by mechanically done imitations than by the natural thing.

The artificial imitation, too, is the surest, for you can put him in a pose sure to be maintained whether you are watching him or not. But a dummy could produce a lobby display, using a man out of work at trifling cost.

Interior of the lobby of The Broadway Theatre, New York, while "After the War" was being run there. Note the original touch over the doors. Front of the Broadway Theatre.

Display

MANAGER OF BROADWAY THEATRE, NEW YORK.

THE SINGLE IDEA LOBBY DISPLAY

DID you ever observe how a clever salesman sells you a pair of shoes? The first thing he does is to look you over, estimate the strength of your pocketbook and then he shows you a couple of samples.

He watches you closely, detects instantly what shoe you apparently like the best, and then clears every other sample away. Usually he leaves you alone with the shoes, after dropping a few hints as to its astonishing value. After you look at the shoe awhile, he returns and, if you really intended to buy shoes at all, you walk out with the pair you have been admiring.

You buy that pair of shoes because the salesman realizes the importance of concentrating your attention on one good thing and distracting your attention from others. He wants you to make up your mind on getting that pair of shoes.

Working along the same line of argument, the jump from a pair of shoes to the lobby of a theatre is surprisingly short. It's easy to have concentration of effort when it is shown you, but it's terrible the way many exhibitors scatter their shot.

I stood out on the sidewalk on Third avenue for five minutes the other afternoon trying to puzzle out what the bill was for the day. The exhibitor had posters plastered over every available inch, and every poster advertised a different picture, some for "tomorrow," others for "next week," and still others for "today." The effect was bewildering. I couldn't make head or tail of it.

Men who really know advertising principles find out before they make any progress at all that the public has a "single-track mind."

When it comes to entertainment, your easy-going public—the man and woman you want to lure into your theatre to the music of clinking dimes and quarters—only wants to think one thought at a time.

They are in precisely the same frame of mind as the customer who wanders into a shoe store to buy a pair of shoes. You can sell him more surely, more quickly by giving him one good thing to think about and admire than by giving him a dozen confusing things to think about.

Following the suggestion in these columns made by Mr. Kashin and utilized by him at the Broadway Theatre, Harry Pomeroy, Manager of the Holman Theatre, Montreal, adopted them in a modified way for his theatre. Boldly across the arched opening Mr. Pomeroy arranged an inexpensive display six feet high in the shape of an invitation. At one side of the invitation was painted a representation of Charlie Chaplin in evening dress and Mrs. Charlie Chaplin in bridal array. Upon a representation of a screen the invitation was printed as follows:

"FOR HUSBANDS ONLY."

Mr. and Mrs. R. C. Harris announce the marriage of their daughter, Mildred, to Charles Chaplin, Wednesday, October 24th, 1918. At home at the Theatre Holman, to-day.

On the other side was the following announcement:

The Holman begs to announce that Mr. and Mrs. Charlie Chaplin will be presented in two distinct productions: Mildred Harris in "For Husbands Only"; Charlie Chaplin in "The Roustabout."

The rest of the front was also tastefully decorated and under the main announcement was the bill for latter half of the week: Carmel Myers in "All Night."

Broadway Theatre lobby dressed for the showing of "The Wildcat of Paris."

Carmel Myers

BETTER than "My Unmarried Wife"—better than "The City of Tears"—better than anything she has done in months is this newest play of that lovable minx, Carmel Myers. As a little Italian girl, married in a prank by a young millionaire, she will win every heart by her charmingly sympathetic touches, her swift changes from comedy to tragedy, her convincing character work, her dramatic power in the big twist that brings them to the edge of their seats. Book this newest Carmel Myers picture sure. It will prove an absolutely unqualified hit. It's titled—

"WHO WILL MARRY ME"

Book thru your nearest Universal Exchange .....or

UNIVERSAL FILM MFG. CO.
1600 Broadway, N.Y.
Carl Laemmle, Pres.

SYNOPSES OF SCREEN TELEGRAM, No. 1, "THE FRECKLED FISH" AND CURRENT EVENTS, No. 1

Screen Telegram, No. 1.

Building the Super Navy.—Another destroyer takes the water to add to the great fleet Uncle Sam is constructing to protect his miles of coastline.—*Newport News, Va.*

Sub-titles.—A crash of glass and the destroyer becomes the U. S. S. "Saterlee," in memory of the commander of the lost coast guard cutter "Tampa." The sponsor and her party. Good luck!

Risks Life to Aid Red Cross.—Daring steeplejack astounds shoppers with thrilling "slide for life" from skyscraper to help Red Cross fund.—*Chicago, Ill.*

Sub-title.—Help our wounded boys by helping the Red Cross.

Chinese Peace Envoys Here—Delegates to the Versailles Conference from the Celestial Republic complete the first leg of their journey to France.—*San Francisco, Calif.*

Sub-titles.—Wei Sun Tsoo, Chairman of the Peace Mission. Dr. S. Tsheou Wei, Secretary of the Chinese Foreign Office, and Madame S. Tsheou Wei, who is of French birth.

Red Cross Head Greets Yanks.—Henry T. Davidson, Chairman of the Red Cross War Council, visiting England, discovers that wherever there are doughboys there will be found the *American Angel of Mercy.*—*London, England.*

Sub-title.—Mr. Davison tells the boys at the American Base Hospital that "good old Yankee grit put it over"

Among the Crystal Dales.—Over the beautiful hillsides and ravines of the wonderful Hetchy-Hetchy Valley whence San Francisco—140 miles away—derives its water supply.

French Join Siberian Allies.—Colonial troops land from transport and are received by honor guard of Czecho-Slovaks.—*Vladivostock, Siberia.*

Sub-titles.—General Dieterichs, the heroic Czecho-Slovak commander, leaves to join his forces fighting the Bolsheviki in snowbound Northern Siberia. Loyal Russian troops, slain in the fighting with the Bolsheviki, are escorted to their last resting place by Czech-Slovaks and the populace of Vladivostock. Men who died to save mighty Russia from anarchy.

"Shooting Up" Balloons Is Aviator's Delight.—Students at the Texas Flying School were just learning the gentle art of "getting" a "kite balloon" when the armistice was signed and spoiled their fun.

Sub-titles.—The "enemy" airplane ignite the great gas bag with incendiary bullets. The balloon observers take to their parachutes——. While the balloon crew haul down the "kite."

Cartoon by Hy. Mayer

"The Freckled Fish"

L-Ko Two-Reel Comedy.

(*Copyright, 1918, L-Ko Motion Picture Ko.*)

IF you are thinking of trout, don't bank on it, for it's just as likely to be clam chowder with no clams in it, for the "Freckled Fish" is just the name of the restaurant where our old

friend Chai Chow masquerades as the head waiter. Solomon Soopmeat commands the kitchen regiment and old Aunt Chloe adds color to his sector. And, of course, there is the cashier, who makes the customers forget how much of the meal was missing, and also their change.

Current Events, No. 1.

Riding the Elephant of the Air.—Women workers made possible the success of Uncle Sam's great aerial program, which calls for many gigantic dirigible balloons as well as airplanes.—*Akron, Ohio.*

Sub-Titles.—The "ponderous pachyderm," in press agent's parlance, ready for a scouting party over land or sea. The pilots at work. Looking past one of the powerful propellers. Like a dog shaking its own tail. Rolling out the gas when the day's work is done. A peaceful village that would have delighted the heart of a Zeppelin crew. These pictures photographed by courtesy of the Goodyear Rubber Co., Akron, Ohio.

Empire State Gets New Chief Executive.—Governor Whitman, retiring, and Alfred E. Smith, the new Governor of New York, witness inaugural parade from the Capitol.—*Albany, N. Y.*

When the Yankees Finish the Hun.—Fritz didn't send over any more shells than the Yank gave him as Pershing's Boys were making the last drive just before the signing of the armistice.—*"Somewhere in France."*

Sub-Titles.—Barking machine guns discourage the German infantry. And the Tanks Corps boys come up to "treat 'em rough." Wounded but happy in their knowledge of duty done.

King Victor Arrives in Paris for Peace Parley Preliminaries.—Italian Monarch is greeted by cheering thousands as he drives through the Boulevards of the capital city.

Sub-Titles.—President and Mrs. Wilson make an informal call upon President Poincare. The "Presidential standard." Marshall Foch leads the way for President and Mrs. Wilson through the lane of glittering bayonets. General Pershing——. President Poincare, whose iron courage led France to victory in face of seeming defeat! King Victor goes to pay his respects to President Poincare. The Prince of Piedmont, heir to the Italian throne.

Transport Northern Pacific Runs Ashore in Heavy Fog Bank.—Coast guards brave roaring surf to rescue 2,459 returning soldiers, more than 1,000 of them wounded.—*Fire Island, N. Y.*

Had to Raise Prices to Keep The Crowds Back

OFFICE OF M. & S. CIRCUIT

The BigU Exchange,
1600 Broadway.
Dear Mr. Zierler:—

Dec. 27th, 1918.

Barnum & Bailey's Greatest Circus Show on Earth is but an infant compared to your latest serial, "The Lure of the Circus." Ran the sixth episode today, and the stunts Eddie Polo performs so far are great. I've seen many a circus stunt and other circus serials, but the laurels and prizes go to Eddie Polo and "The Lure of the Circus." The Serial will and is already smashing serial records. It was a necessity to raise the admission to keep crowds back at showing the sixth episode.

The personal appearance of Eddie Polo at our theatre has increased the drawing power 100 per cent.

Eddie Polo will always be in demand by "Serial Fans" as much as Pearl White is today. They are the only two stars who can bring big Mazuma to the Box Office.

RAH! RAH! RAH! SIZ! BOOM! BAH!
POLO! POLO! UNIVERSAL STAR!

This is the Hopkinson pell mell every time I show a new episode.

Eddie Polo and "The Lure of the Circus" have found a warm spot in the heart of our patrons. The Kiddies are just crazy about him. Eddie Polo has won the pennant with "The Lure of the Circus," and may hold it with every serial he will appear in in the future.

VIVE LA POLO!

Trusting your next serial will be as good as "The Lure of the Circus," I remain,

Yours truly,

J. W. KLIGLER,
Mgr. M. & S. Hopkinson Theatre,
31 Second Ave., New York City.

"The Border Terror"

Western Two-Reel Drama.
Founded on a Story by O. Henry.
"The Caballero's Way."

THE Cisco Kid is the terror of the border; he kills for the love of it, to avenge insult, or for a thousand other reasons—the Kid always has one which he deems adequate. His beloved is Tonia Perez, who holds the affections of the unsmiling Kid by her curious admixture of Carmen and Madonna disposition, but who has the soul of a butterfly.

The Kid comes every so often to visit his inamorita at her home in a protecting clump of pears at Lone Wolf Crossing on the River Frio. His custom is here to dodge the hounds of the law, who are ever after him and yet fear to come up to him, and to remain in safe hiding for two or three days—then the open again and continued depredations.

Sheriff Sandridge has sworn to "get" the Kid. He lays his plan of attack through Tonia. To the Carmen-Madonna with the humming-bird soul Sandridge is a mountain of red blood and living tissue, wholly unlike the stripling Kid and his brown-hued ilk.

Tonia falls passionately in love with the young sheriff. Her head on his breast, she tells him to beware the Kid, to catch him unawares—and kill him.

"For not until then will we be safe," she counsels.

The Kid, hidden in the pear, listens and, as is typical of him, he evolves his own and peculiar kind of revenge.

Sandridge, at his headquarters, receives a note from Tonia, telling him the Kid has arrived, and suspects he is being plotted against "in his own household."

"He thinks me false," reads the note, "and demands I prove to the contrary. So when he leaves he will do so in my garments—I will wear his pantaloons and camisa and hat. Come quickly—and shoot straight, dear heart."

Hidden in a shed, Sandridge watches. A pantalooned figure rides away.

"That is Tonia," whispers Sandridge.

Then, a lithe body in red skirt, blue waist and mantilla. "Throw up your hands!" commands Sandridge, and fires.

He rushes to the wounded man—and finds Tonia.

Having borne her into the house, he learns from the girl's mescal-sotted father that the Kid wrote the letter.

Subsequently, the chase and the meeting of the Kid and Sandridge. The Cisco Kid is prepared for the fray and the battle is a terrific one, first with revolvers, then with knives—finally with bare fists.

And the Kid is whipped. He is left dead on the field of honor.

And Sandridge returns to his lovely Tonia, and the girl clasps her lover to her breast.

"Sing, Rosa, Sing!"

Lyons-Moran Star Comedy.

EDDIE Lyons and Lee Moran are in the same kind of trouble. Both their wives think they can sing. Moran, whose Italian name is Signor Antonio Tunetti, and his wife, Rosa, disagree on how to make a living. Signor Hunetti insists that he "haza da note" but Rosa very firmly and unfeelingly points out that violin notes haven't quite the same food value as bank notes. Mrs. Lyons advertizes for a singing teacher, meanwhile, and when her husband cruelly refuses to be hopeful, she threatens to end her troubles in that old-fashioned but heroic way by "going home to mother." Just at this crucial point, Rosa leaves for her husband a note which does not sound any better to him than the rest of her notes, because it reads, "I have gone where I can get money—back to my first love." The musical atmosphere of both homes is very much disturbed, and when Tunetti, violently swearing to "keel him," tracks Rosa to the home of her supposed lover, Rosa's "first love" is found to be teaching singing, and Mrs. Lyons, the co-respondent. So from here on the concert quartette is a "howling" success.

SYNOPSES OF "THE BORDER TERROR," "SING, ROSA, SING!" AND NEW SCREEN MAGAZINE, No. 101

New Screen Magazine

No. 101.

EVERY scout suit that sits in the audience of Screen Magazine No. 101 will grow one size larger with pride over the rousing pictures of a wonderful winter training camp for Boy Scouts, up in the mountains. Scout Jones' mother lets you read her letter, too. And here comes the Indians—don't be scared, though, for they are only trying to entertain you by showing how they care for those noble, now almost extinct beasts, the buffalo, on a reservation buffalo ranch in the wild and wooly west.

If you ever had any luck in saving a ton of coal, think of how the government needs your advice in trying to save for its shortage of fifty million tons for the year. Even more important saving, too, is shown in the pictures of the care of the New York Hebrew Infant Asylum for the "Better Babies" who dont' know yet that their fathers "gave the last full measure of devotion" for America and for them.

"Now that the war is over, we will go home and fight" is the name of the song that goes to the tune of "D I V O R C E," and we're all glad that "it never rains but it pours" to make more mud for Willie Hopkins to entertain us with. His next art will be "Side Show Freaks."

A ROLLICKING, nonsensical piece of fun tied up with what-should-be-done-with-the-Kaiser. It's a hard life on the Rhine, as you can see from the picture. Shoot it—and let 'em laugh for twenty minutes. Produced by Master Comedies. Book thru your nearest U. Exchange, or write.

UNIVERSAL FILM MFG. COMPANY,
1600 Broadway, N. Y. Carl Laemmle, Pres.

Safer Than First Run

THE *exhibitor who uses first run takes more or less of a risk on every picture he shows, because he CANT know how the public is going to like his show. The Universal Special Attractions on the following list are SAFER THAN FIRST RUN because they have been shown in the finest theatres and have taken the people by storm. If you have not shown them, why not book these TRIED AND SUCCESSFUL SPECIALS:*

WE GUARANTEE EVERY ONE

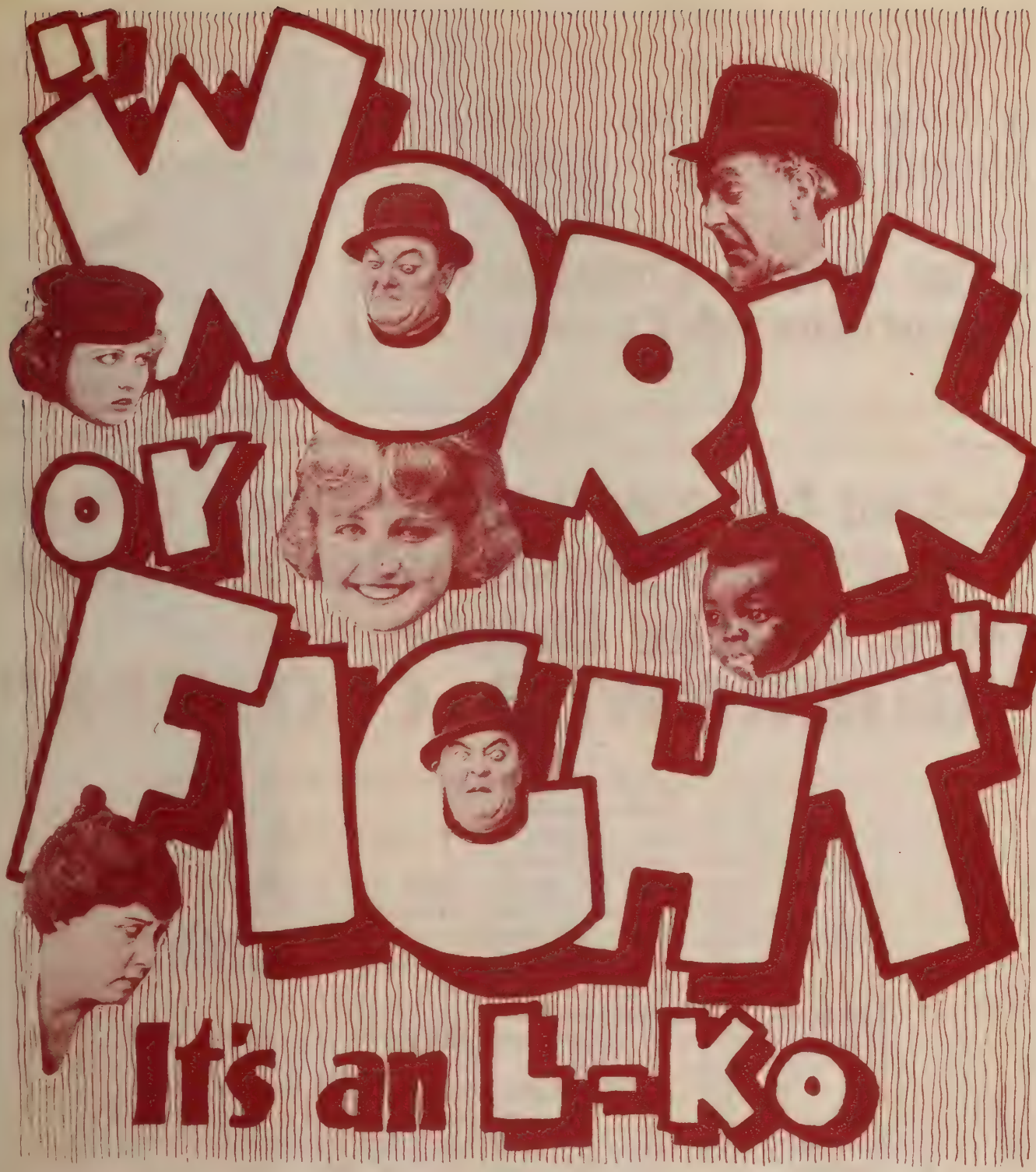
Dorothy Phillips in
"THE RISKY ROAD."
Mae Murray in
"THE BRIDE'S AWAKENING."
Mary MacLaren in
"THE MODEL'S CONFESSION."
Harry Carey in
"HELL BENT."
Mae Murray in
"HER BODY IN BOND."
Dorothy Phillips in
"THE MORTGAGED WIFE."

Mary MacLaren in
"BREAD."
Mae Murray in
"MODERN LOVE."
Dorothy Phillips in
"THE TALK OF THE TOWN."
Harry Carey in
"THREE MOUNTED MEN."
Priscilla Dean in
"KISS OR KILL."
Mary MacLaren in
"THE VANITY POOL."

Mae Murray in
"DANGER, GO SLOW."

UNIVERSAL SPECIAL ATTRACTIONS

Mildred Harris
Mrs. Charlie Chaplin
in the famous
LOIS WEBER Production
"For Husbands Only"
JEWEL
PRODUCTIONS, Inc.
1600 B'WAY, N.Y.



GO SEE this L-KO Comedy—"WORK OR FIGHT." Your eyes can't deceive you and it won't require any salesmanship to have you book it. You know how hard it is to get genuine comedy attractions these days. Here's a real one with comedy kicks in it from beginning to end. See it and you'll book and boost it hard.

Book thru your nearest Universal Exchange, or communicate with the UNIVERSAL FILM MFG. CO., Largest Film Mfg. Co. in the Universe, Carl Laemmle. President, 1600 Broadway, New York.

If you can't get money today by announcing a Lois Weber production, there is something wrong with your method of exploitation.

[The Above Clipping Was Reproduced From . . .]

Wid's DAILY

---And here are a few more things "Wid" said about Mildred Harris (Mrs. Charlie Chaplin) in "BORROWED CLOTHES"

They'll certainly enjoy this—Play up Director and Star's recent marriage to Charlie Chaplin.

Exceptionally Human Characterization in convincing atmosphere make this a sure-fire winner.

Story—Registers principally because rather well known characters are given new twists in the development.

Direction—Made incidents and important situations impressing by intimate characterizations and intelligent treatment made atmosphere realistic.

Photography—Generally excellent.

Camera Work—Very good; some distinctive angles and good close-ups.

Star.....Made you believe it and has sure-fire appeal.
Support.....Cody excellent; other splendid types.
Exteriors.....Blended into atmosphere of reality.
Interiors.....Very good; many of them taken in homes.
Detail.....Very good; some fine little touches.

JEWEL PRODUCTIONS
INCORPORATED
Executive Offices, 1600 Broadway, New York City

Originators of the clean, bright, "dressed up" comedy of today that brings in the shining dollars....

LYONS-MORAN

STAR COMEDIES

UNIVERSAL
FILM MFG. CO.

1600 Broadway, New York

Carl Laemmle, Pres.

The One Undying Classic of the War

"THE KAISER"

-THE BEAST OF BERLIN-

The Moving Picture Weekly

Vol. 7
No. 23
Jan'y 25th
1919

Marie Walcamp in "The Red Glove"

"For Husbands Only" – is one of the best productions I have shown. From point of detail, photography *and* story it surpasses any other picture of similar popularity. Exhibitors will do well to book this picture and boost it big"

M. M. McFadden
Lincoln Theatre, Chicago

Mrs. Charlie Chaplin

Mildred Harris

A LOIS WEBER PRODUCTION

JEWEL Productions

The HEART OF HUMANITY

"BEAUTIFULLY DONE."

—*N. Y. Evening Telegram.*

RELEASED THRU JEWEL PRODUCTIONS, INC.

The HEART OF HUMANITY

"Miss Phillips will touch the heart of humanity. Her performance is Art, backed by Soul."

—New York Review.

RELEASED THRU JEWEL PRODUCTIONS, INC.

The HEART OF HUMANITY

"We didn't know that anyone save Griffith could direct so effectively. Go see 'THE HEART OF HUMANITY.'"

—New York Tribune.

RELEASED THRU JEWEL PRODUCTIONS, INC.

The HEART OF HUMANITY

"Every situation, every incident stirs the emotions."

—Harrison in the M. P. News.

RELEASED THRU JEWEL PRODUCTIONS, INC.

"The HEART OF HUMANITY"

"Built on an unshakable foundation of human-interest and heart appeal."

—The Billboard.

RELEASED THRU JEWEL PRODUCTIONS. INC.

"The HEART OF HUMANITY"

"Tremendous is a big word, but not too big for 'The Heart of Humanity.'"

—Wid's.

RELEASED THRU JEWEL PRODUCTIONS, INC.

"The HEART OF HUMANITY"

"Wonderfully mounted, splendidly acted, altogether beautifully done."

—Moving Picture World

RELEASED THRU JEWEL PRODUCTIONS, INC.

"The HEART OF HUMANITY

"Takes rank with the great masterpieces of the screen."

—Exhibitor's Trade Review.

RELEASED THRU JEWEL PRODUCTIONS, INC.

The HEART OF HUMANITY

"Intensely dramatic. One of the finest pictures I have ever seen."

"Zit" in the N. Y. Evening Journal.

RELEASED THRU JEWEL PRODUCTIONS, INC.

THE MOVING PICTURE WEEKLY
A MAGAZINE FOR MOTION PICTURE EXHIBITORS
Published Weekly by the MOVING PICTURE WEEKLY PUB. CO.
1600 BROADWAY, NEW YORK CITY
PAUL GULICK, *Editor* JOE BRANDT, *Bus. Mgr.*
(*Copyright* 1918, *Universal Film Mfg. Co. All Rights Reserved*)
Vol. 7.. JANUARY 25, 1919. No. 23

Stage Women's Green Room Series

Universal to release twelve two-reel comedies or dramas with greatest collection of stars ever assembled—Belasco in one.

DAVID BELASCO, America's foremost theatrical producer, known the world over for his devotion to the art of the stage, maker of great footlight stars, whose productions are numbered by the score and whose theatres—like his name—are known far and wide, north and south, east and west, no less abroad than at home, who is sought by every writer of plays and under whose management every actor and actress aspires some day to be—David Belasco is once more an actor! Yet it is not upon the stage that Mr. Belasco is to be seen in the capacity in which his distinguished career was begun. Instead, Mr. Belasco makes his bow once more as an actor on the screen.

Time and again, motion picture producers have sought to induce Mr. Belasco to identify himself in some manner with the screen. To every offer, however, he has turned a deaf ear. No money inducement would tempt him; no other consideration, either, would move him. But, when the Stage Women's War Relief asked him to become an actor again to assist in the famous society's patriotic efforts to raise a huge sum for the relief and entertainment of soldiers and sailors, he listened and—he consented.

And so David Belasco became an actor again. And, with him, acting for the same cause—all rendering this professional service, priceless in the aggregate, without a penny of remuneration to themselves—are a host of other famous stage folk. Not only did the greatest players of the English-speaking stage, men and women alike, gladly give their services, but to the list of volunteers also were added the names of illustrious playwrights and authors.

Within a few days, the first of these remarkable productions—all of them two-reel comedies or dramas—will begin its tour of the theatres of the world. Mr. Belasco, maker of stars, is himself starred by the Stage Women's organization in a play by Calder Johnstone, bearing the title, appropriately enough, "A Star Overnight." In his support appear such prominent players as Hilda Spong, Gladys Morris, Elizabeth Risdon, Mrs. Nate Rothschild, Kathleen Nesbitt, Edward Martindel and Bruce McRae.

Twelve productions—one for each month in the year—are included in this marvellous Stage Women's Green Room series. Five have been completed—the remaining seven are being produced as rapidly as circumstances will permit.

All the money raised through the distribution of these dozen photoplays is to be employed by the Stage Women's War Relief in erecting and maintaining a theatre in the Grand Central Palace Debarkation Hospital No. 5. This, of course, was explained to the players and, accordingly, their services were placed at the disposal of the committee, itself scarcely less distinguished than the distinguished men and women who came to its assistance for, included among its members are Jessie Bonstelle, Rachel Crothers, Mrs. Shelley Hull, Louise Closser Hale, and Mary H. Kirkpatrick.

"I am indeed proud," says President Laemmle of Universal, "that the Universal should have been selected by the Stage Women's War Relief for the distribution of the society's pictures. For years I have dreamed, in common with other motion picture producers, of assembling such casts. That, however, has been impossible. Some of the players could not be induced to forsake the stage for the screen and, in some instances, where two or three could be engaged, the others were not available. It was only a great common cause, calling to their generosity, appealing to their patriotism, that could have brought so many famous stage folk together.

"I have seen the five photoplays already completed and they are wonderful. Take the second, for instance. It bears the title, "Winning His Wife," and was written by Katherine Kavanaugh. The cast includes Cyril Maude, Violet Heming, Capt. Fred Lloyd, Mrs. Sam Harris, David Bispham, Mrs. Charles King and Louise Closser Hale. Where, in an entertainment of similar duration, could so many noted players be seen?

The third, "Fighting Mad," was written by Samuel Hopkins Adams and is played by Maclyn Arbuckle, Miss Percy Haswell, J. J. McGraw, and Dana de Harte. The fourth, bear-

(*Continued on page* 35.)

In Memoriam

Mrs. Carl Laemmle

Died, Jan. 12, 1919

WE MOURN OUR LOSS

This is almost an identical --
24 sheet Poster on --

The Sensational Photo

"AFTER"

HAD you booked this production from the Argosy Film Company, N. Y., you would have paid top prices for it, and you would have been glad to get it at any price, because it is a powerful box office attraction of extraordinary timeliness, with ready prepared posters, newspaper ads, lobby displays and everything complete for a clean up.

UNIVERSAL SPECIAL ATTRACTION

reproduction of the smashing
"After the War."

Drama of the Hour

"THE WAR"

PURCHASED by the Universal from Argosy and placed on the list of regular releases, you get this tremendous picture at a rental that allows you to make a clean up, yet the cost to you for the bigness of this picture will be a pleasant surprise. In other words, you are being handed money on a silver platter. APPRECIATE IT.

UNIVERSAL SPECIAL ATTRACTION

One Wonderful Letter

Jan. 13, 1919.

Mr. John C. Brownell, 1600 Broadway, New York.

DEAR MR. BROWNELL:—

"HEARTS OF HUMANITY."

It got mine—made me know I was human.

Fact is, the play clutched so hard that I've an idea it's going to get most of the hearts for whom it is named.

It is the "last scene" in picture-drama—far and away the most entertaining super-feature yet—and a film-drama advance by way of showing what can be done with this new vehicle of the emotions.

I like to think back on certain perfection of detail and incident—the suffering Belgian kidlets and their service-orphaned small brother over here; the great fight of the Red Cross collie; even the picturing of that trench superstition about the third use of a match.

But there interferes the superb acting of Dorothy Phillips in that struggle with the German tooth-hound. This episode, when her husband replaces the Hun battering at the door, is the most tense I've yet seen on the screen. Or I remember that great-mother of the Dominion as she gave up her sons so gloriously. Or the vivid scenes from over there, in which the "hearts" of our interest were enough in evidence to take the whole quite out of the battle spectacle class.

On the afternoon we visited The Broadway, it chanced that the seats immediately in front of us were occupied by a uniformed pair from the original Princess Pat regiment. They had suffered—this non-com and his private friend—as have so many of their organization, for both were casuals, evidently on their way home. The best testimony as to the reality of the battle and trench scene effect was the way they urged forward during the former and exchanged intimate nods over the latter. When the play had run its reels, these two stood up and cheered regardless. And they sat right down again to see the drama through a second time.

There isn't a shadow of doubt about the way "Hearts of Humanity" will sweep Canada, and it will be too bad if all the world doesn't get a chance to see the play.

Sincerely yours,

JAMES DORRANCE.

ETHEL and James Dorrance are known to millions of readers of clever and virile fiction. For years they have been contributing jointly, severally and individually, but mostly jointly, to Munsey's, Adventure, Scribner's, The Red Book, Top Notch and other standard fiction magazines. Their latest stories, "It Is the Law" and "The Third Year," are both excellent. Both Mr. and Mrs. Dorrance felt called upon to tell Mr. Brownell, who is constantly hounding them for scenario material, what they thought of "The Heart of Humanity." Here is Mr. Dorrance's letter. Isn't it a pippin?

IN CURRENT EVENTS

EVERYONE in the country has read about the German "Big Berthas," the guns that shelled Paris, but few had imagination enough to picture the magnitude of these super-weapons of destruction. A gun 78 feet long with a 48-foot barrel seems almost inconceivable, but its actuality is very graphically demonstrated in some excellent views appearing in the present issue of the Universal Current Events, the news reel put out by the International Film Service through the Universal Exchanges. These pictures were taken at Cappy-sur-Somme, after the Germans retreated, and show the guns standing on their massive bases of steel and concrete, as monuments of the Huns' defeat. A visit inside one of the bombproof ammunition dugouts, where the giant shells were stored, is afforded by these pictures, and the spectator is shown the narrow-gauge railway and the shell-carrying track used to feed the gun.

When it comes to skating you've got to hand it to the Chicagoans. Below-zero weather usually has the effect of sending people inside, where the fire is roaring, but not so with the folks of this mid-Western metropolis. Instead, they staged a Skating Derby, and if anybody could feel cold with the speed they show there's something the matter with his red corpuscles. The "Trotsky Trot" or the "Bolsheviki Whirl," a feat originating in Russia, where they know how to skate, is accomplished with ease, while other equally daring "stunts"—which could appropriately be designated "spiral nose dives" for many—are handled by the experts with graceful nonchalance.

Colonel Roosevelt's funeral is an impressive sight as seen in pictures in this news reel issue. Statesmen, soldiers and distinguished men of all walks of life follow the casket of America's great ex-President from the simple little church to the graveside. The Rev. Dr. George E. Talmadge precedes the casket into Young's Memorial Cemetery, followed by Capt. Archie Roosevelt and the distinguished mourners. General Peyton C. March, Vice-President Marshall, Rear Admiral Winslow, Major-General Leonard Wood, Oscar Straus, all are there to pay their last respects to this man whose greatest boast was that he was an American.

HOLMAN
THE THEATRE OF BIG EVENTS
DOROTHY PHILLIPS
THE IDOL OF MILLIONS
IN
The MORTGAGED WIFE
SUNDAY
TUESDAY
WEDNESDAY
Agreement of Mortgage
The most sensational photoplay ever screened—Dorothy Phillips portrays the young, trusting wife, who tendered herself as security against a repetition of her husband's sins
I, Ralph Carter, hereby agree to Mortgage my wife Nona Carter to Jerome Harris for the consideration of the sum of $50,000
OTHER HOLMAN FEATURES
HUDSON and HIS SYMPHONY FIVE
COMING
PRISCILLA DEAN
IN
THE WILD CAT OF PARIS

Unique three-column advertisement of the Holman Theatre, Montreal, Canada.

Four-column display used by the Tudor in all the Atlanta, Ga., papers prior to showing.

IN SCREEN TELEGRAM.

ONE of the big features of the current number of the Screen Telegram, issued by the International Film Service Co., Inc., released by the Universal Film Mfg. Co., is the first and exclusive pictures of the overthrow of the Austro-Hungarian monarchy and the establishment of the Czecho-Slovak Republic. The land of Czecho-Slovakia—the new nation carved from the decadent realm of deposed Hapsburgs—is shown, together with the people who, for centuries, have writhed 'neath the arrant heel of the autocrats, glorying in their new independence. Dr. Thomas G. Masaryk, President of the Czecho-Slovak National Council, who fled Austrian tyranny to direct from America the successful revolution of his people, is seen back in his own land again.

Some further excellent pictures of President Wilson "over there" appear in this issue. America's chief is seen arriving in the former "war zone" to extend his Christmas greetings to the troops. At the City Hall at Humes cheering soldiers and civilians struggle for a peep of America's great statesman. To the thousands of soldiers, representing every division of the Expeditionary Forces, President Wilson says: "My heart is with you, God bless you." Major-General Alexander, commanding the 77th Division, New York State troops, presents to Mrs. Wilson a gift from the Expeditionary troops.

In pictures from New York the arrival of the armored cruiser North Carolina is seen, bringing back heroes of Chateau Thierry and Belleau Wood, all of them proud wearers of wound stripes. The Red Cross welcomes these soldiers of the sea, who proved mighty good soldiers of the land. Some of the officers who led the Marines into action at Belleau Wood—renamed by the French "Wood of the U. S. Marines"—are shown, together with close-ups of Corporal Doody, of New York City, who won the Distinguished Service Cross and the Croix de Guerre for heroism at Belleau Wood, and Private John B. Flocken, of Olney, Ill., who was awarded the Distinguished Service Cross.

Three-column advertisement in Los Angeles papers.

A Silly Thing About The Film Business

HOW utterly silly to FORGET that good pictures which you have never shown are as good now as they were the day they were released. Pictures come so fast that you can't keep track of the successes. So, to aid your memory, here is a list of PROVED SUCCESSES that have scored triumphs in the best theatres in the country. Instead of guessing what's good, why not pick from this list of pictures that the press and public boosted to the skies?

WE GUARANTEE EVERY ONE

Dorothy Phillips in
"THE RISKY ROAD."

Mae Murray in
"THE BRIDE'S AWAKENING."

Mary MacLaren in
"THE MODEL'S CONFESSION."

Harry Carey in
"HELL BENT."

Mae Murray in
"HER BODY IN BOND."

Dorothy Phillips in
"THE MORTGAGED WIFE."

Mary MacLaren in
"BREAD."

Mae Murray in
"MODERN LOVE."

Dorothy Phillips in
"THE TALK OF THE TOWN."

Harry Carey in
"THREE MOUNTED MEN."

Priscilla Dean in
"KISS OR KILL."

Mary MacLaren in
"THE VANITY POOL."

Mae Murray in
"DANGER, GO SLOW."

UNIVERSAL SPECIAL ATTRACTIONS

Human Appeal and War Theme Combined in Notable Film

Dorothy Phillips in

"THE HEART OF HUMANITY"

Universal Special.

DIRECTOR.....Allen Holubar
AUTHORS.....Allen Holubar and Olga Scholl
SCENARIO BY.....Allen Holubar and Olga Scholl
CAMERAMEN.....Fred Leroy Grandville, Harold James and King Gray.
AS A WHOLE.....Powerful production, strong in human element and presents many vivid war scenes; holds attention all the way.
STORY.....Mother love theme handled sympathetically; depends upon heart appeal rather than complications.
DIRECTION.....Places Holubar high in the ranks of American directors; equally successful in registering small incidents, or handling battle scenes on a large scale.
PHOTOGRAPHY.....Excellent all through
LIGHTINGS.....A number of unusually artistic effects cleverly varied to secure atmosphere.
STAR.....One of the best performances Dorothy Phillips has ever given; sympathetic in the extreme, registers points without overacting.
SUPPORT.....Erich von Stroheim stands out as ideal type for Prussian officer; William Stowell, Margaret Mann and others satisfactory.
EXTERIORS.....Real enough to have been taken in the actual war zone.
INTERIORS.....Correctly furnished
DETAIL.....A strong point in putting picture over; pathos and humor well contrasted against background of suffering.
CHARACTER OF STORY.....Human quality and magnitude of production lift it out of class of ordinary war film.
LENGTH OF PRODUCTION.....About 8,000 ft.

ALLEN HOLUBAR has done a difficult thing extremely well. He has made a war picture so big and so human that it passes out of the numerous company of "just war films" and becomes a genuine feature production of the first class. There's no danger of this being overlooked because peace days are here. It has too much human appeal for that and too many thrills in the war sequences, many of which are presented on a massive scale.

Beyond the pictorial and dramatic worth of the production, it has the distinct advantage of meeting the needs of the film market outside of the United States, in that it presents the part Canada played in the war, without of course, slighting America's contribution. This is an angle that few producers have hit and it sure will be appreciated by Canadian exhibitors.

They start things off in Canada, where Dorothy Phillips, the ward of the parish priest, is engaged to the oldest of five brothers, all living with their widowed mother. Into the quiet of the peaceful village falls the thunderbolt of war, and one by one the sons go, Dorothy having become the wife of her soldier-lover.

There's nothing extraordinary about the opening reels, but photographically and in the indication of the pre-war life in a Canadian village they have a convincing atmospheric quality. Advancing to the really momentous passages of the story, the audience inevitably finds itself being carried away by the power of what is portrayed with exceptional exactitude.

You exhibitors know, and the analytical public knows, how an expert director, equipped with the exquisite comprehension of human nature, may play upon the common emotions, but there are few who sense the dividing line between sentiment and sentimentality and between what is truly dramatic and something just sensational.

It strikes me that Mr. Holubar, in his handling of the mother-love theme, in the use of children as a means of exciting the feeling always ready to respond to a screen depiction of appealing youngsters and in his adroit variation of humor and tragedy, so closely allied in the lives of many of us during the past four years, has proven himself a director of unusual attainment.

From a technical viewpoint, the most remarkable parts of the picture are its war scenes. Tremendous is a big word but it isn't too big to use in connection with some of the combats shown here. They startle, they thrill, they contain the suspense of the unexpected and the frightfulness of war. Struggling in flooded arenches and dugouts, bayoneting their way through the streets of a village fortified by Huns, fighting in the air—you see the soldiers of the allies in convincing reality that makes the pulse beat faster.

There are many scenes in the production bound to score, but I want to mention two in particular that wont' be forgotten by anyone who sees the film. The first is that in which a Red Cross dog rescues Dorothy Phillips, who has become a nurse, from a wounded German soldier; the other shows Miss Phillips in a state of temporary insanity when it appears that she can no longer resist the attack of von Stroheim.

Play It Up Big and Count on Fans Being Satisfied

Box Office Analysis for the Exhibitor.

DON'T worry for a moment about this being a war film, because, unless I miss my guess entirely, it will go over with a bang, even if other war pictures have missed out.

Audiences are looking for human appeal and they've got it here. There's plenty of humor and heart interest to offset the tragedy and when it comes to war stuff the picture goes over the top and then some. Holubar is a young director, but I want to make it clear to you folks who haven't seen the film, that he has put across something surprisingly big which it will pay you to boost to the limit.

"The Heart of Humanity" is a mighty good, title and I would work my publicity along just that angle, trying to create the impression that for the first time the human aspects of the world war have been truly revealed. Naturally, the Canadian angle won't mean much to Americans, but to exhibitors across the border it will suggest all sorts of possibilities.

Running this as an eight-reel feature you won't need much else to fill out your show, so it would seem wise to go to the expense of unusual advertising in order to let your regulars know that you have something out of the ordinary. Get them in and they'll admit that you've played fair.

If Dorothy Phillips is well known at your theatre, mention "The Talk of the Town," "A Soul for Sale," and other pictures in which she has appeared, promising that this is the best thing she ever did.

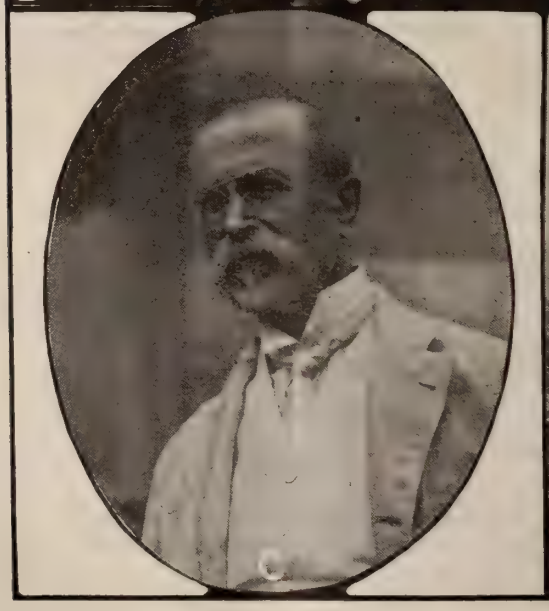
Scenes fro

A—President Wilson Reviews Am troops with Gen. Pershing on Chr Day, near Chaumont. Cameraman Whipple may be seen at the e right.—Screen Telegram.

B—Secretary Daniels and officers American warships which convoy President to France.—Hearst New

C—Dr. Thomas G. Masaryk, Presid the Czecho-Slovak National Cou Screen Telegram.

D—Famous French baby chariots p in military review, Paris.—Screen gram.



ews Weeklies

-Last honors paid to Col. Roosevelt's emory.—Universal Current Events.

-This gun got a U-boat. See the star n the funnel.—Hearst News.

-Battleship North Carolina arriving ith troops on board. The first battle- hip to be used as a transport.—Screen elegram.

-Last of the wounded taken from the orthern Pacific.—Hearst News.

Troops at Camp Devens have nothing to o but play.—Universal Current Events.

All the glittering Pomp and Circumstance of the greatest Show on Earth

Sweeping the Country Like Wildfire

Eddie Polo in "The Lure of the Circus"

By all odds - the greatest Film Show on Earth

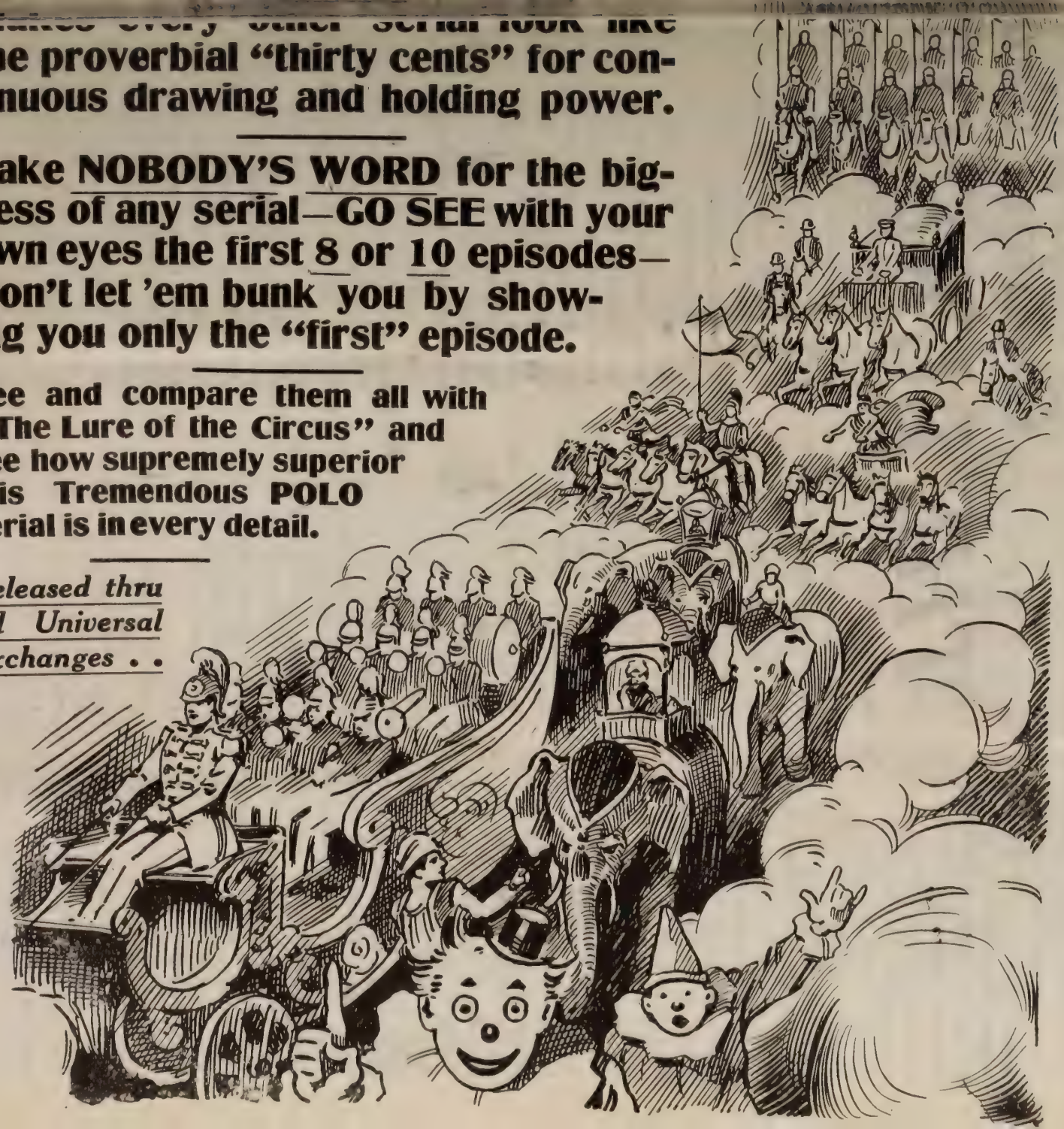
Takes Serial Competition by the ears

Makes every other serial look like the proverbial "thirty cents" for continuous drawing and holding power.

Take NOBODY'S WORD for the bigness of any serial—GO SEE with your own eyes the first 8 or 10 episodes—Don't let 'em bunk you by showing you only the "first" episode.

See and compare them all with "The Lure of the Circus" and see how supremely superior this Tremendous POLO serial is in every detail.

Released thru all Universal Exchanges . .



Tremendous List

Greater Neu

"THE LURE OF

Progress Theatre, Brooklyn.
Manhattan-Meeker & Crystal, Brooklyn.
Metropolitan, Brooklyn.
Sheffield-Miller-Vermont, Brooklyn.
Palace, 7th Ave., Brooklyn.
Bunny, Prospect Ave., Brooklyn.
Joyland, 2018 Third Ave., City.
Whitehouse, Whipple St., Brooklyn.
Jefferson, Myrtle Ave., Brooklyn.
Grand, Grand St., Brooklyn.
Park, 529 Park Ave., Brooklyn.
Progress, 1894 3d Ave., City.
Photoplay, 98th & 3d Ave., City.
Empire, N. Brunswick, N. J.
Windsor, 823 3d Ave., City.
Unique, Whitestone, L. I.
Victor, 1187 1st Ave., City.
Beauty, Amsterdam Ave., City.
Palace, 2d Ave., City.
King's Harlem, 3dAve. and 125th St., City.
Lyceum, College Point, L. I.
Elite-Montauk, Pitkin Ave., Brooklyn.
Summit, W. Hoboken, N. J.
Fulton, Union Hill, N. J.
Dutchess, Poughkeepsie, N. Y.
Apollo & Booth, E. 180th St., City.
Chatham, Chatham Sq., City.
Venice, Bowery, City.
Regal, Forest Hill, N. J.
Savoy, Newark, N. J.
Castleton, W. New Brighton, S. I.
Happy Hour, 734 Columbia St., B'klyn.
Sheriden, Liberty Ave., Brooklyn.
Broadway, Newburgh, N. Y.
Grand Palace, Newark, N. J.
Golden Rule, Rivington St., City.
City, Hoboken, N. J.
Whitney, Brooklyn.
Evergreen, Brooklyn.
Kossuth, Brooklyn.
Etude, Brooklyn.
Grand, 3d Ave., Brooklyn.
Eden, Atlantic Ave., Brooklyn.
Universal, Bowery & Hester St., City.
Hamilton, Hamilton & Hick, Brooklyn.
Yorkville Hippodrome, 199 1st Ave., City.
Royal, 13th Ave., Brooklyn.
Warren, 5th Ave., Brooklyn.
New Liberty, Manhattan Ave., B'klyn.
Warren, 5th Ave., Brooklyn.

New Liberty, Manhattan Ave., B'klyn.
Comedy (Fox), Grand St., Brooklyn.
Star (Fox), 107th St., City.
Carlton (Fox), Newark, N. J.
American (Fox), Newark, N. J.
Elizabeth (Fox), Elizabeth, N. J.
New Law (M. & S. Circuit), 2d Ave., City.
Hopkinson (M. & S. Circuit), 490 Hopkinson Ave., Brooklyn.
American Movies (M. & S. Circuit), 3d St. and Ave. B, City.
Palace (M. & S. Circuit), Essex Ave., City.
Delancey (M. & S. Circuit), Delancey St., City.
Hooper, 370 S. 4th St., Brooklyn.
New Garden, Livonia Ave., Brooklyn.
Jefferson, Hoboken, N. J.
Gem, 523 8th Ave., City.
Miracle, Melrose Ave., City.
Greenwich, 121 Christopher St., City.
Bronx Strand, Westchester Ave., City.
Washington, Myrtle Ave., Brooklyn.
Colonial & Wonderland, 3d Ave., City.
Metropolis, 3d Ave., City.
Eldorado, Wilkins Ave., City.
York (Consol. Amuse. Co., 9th Ave., City.
Drury Lane (Consol. Amuse Co), 8th Ave., City.
72d St. (Consol. Amuse. Co.), 72d St., City.
Movies (Consol. Amuse. Co.), 2d Ave., City.
Times (Consol. Amuse. Co.), 42d St., City.
Tiffany (Consol. Amuse. Co.), Tiffany St., City.
Village (Consol. Amuse. Co.), 8th Ave., City.

Regent (Consol. Amuse. Co.), 3d Ave., City.
Pastime, 336 8th Ave., City.
Washington, 4th St. & 5th Ave., B'k'n.
Naval, Sands St., Brooklyn.
City Park Chapel, Brooklyn.
Strand, W. Hoboken, N. J.
Palace, 845 2d Ave., City.
Paradise, Teller Ave., City.
Bijou, Orange, N. J.
Lincoln, Newark, N. J.
Savoy, Watsessing. N. J.
Park West, 99th St., City.
Scenario, Newark, N. J.
Eureka, Hoboken, N. J.
Cannon, 112 Cannon St., City.
New Singer, Stone Ave., Brooklyn.
Powell, Brooklyn.
Rockaway, Brooklyn.
Elite, Brooklyn.
Majestic, Jamaica Ave., Richmond Hill.
City, Hoboken, N. J.
Plaza, Grand St., Brooklyn.
Alpha, Myrtle Ave., Brooklyn.
Arch, 29th St. and 3d Ave., City.
Bijou Dream, Jersey City.
Royal, Newark, N. J.
Odeon, 145th St. and 8th Ave., City.
Jefferson Casino, Hamburg Ave., Broolkyn.
New 14th St., 14th St. and 2d Ave., City.
Carmine, Carmine St., City.
Bleecker, Bleecker St., City.
Victoria, Ossining, N. Y.
U. S., Prospect Pk. W., Brooklyn.
Golden Rule, 3d Ave., City.

# of Bookings in York only on THE CIRCUS"

Washington Show, Paterson, N. J.
Adelphi, Fulton St., Brooklyn.
Crown, Ditmas Ave., Brooklyn.
Paradise, 810 4th St. Brooklyn.
Garden, Manhattan Ave., Brooklyn.
Columbia, Guttenberg, N. J.
Subway, Myrtle Ave., Brooklyn.
Montauk, Bath Beach, Brooklyn.
Lucky Star, 5th Ave. and 1st Ave., City.
Rome, Chatham Sq., City.
Palace, Irvington, N. J.
Garden, Tremont Ave., City.
S. & A., Manhattan St., City.
Gayety & Victory, Elizabeth, N. J.
Gem, 149th St., City.
Belle Paree, 149th St., City.
Franklin, Lenox Ave., City.
Hendrix, Pitkin Ave., Brooklyn.
Plaza, Newark, N. J.
Warren Square, Newark, N. J.
Colonial, Peekskill, N. Y.
Lyric, Elizabeth, N. J.
Coehn's, Beacon, N. Y.
Columbus Hall, 415 W. 59th St., City.
Colonial, Paterson, N. J.
Port Morris, E. 138th St., City.
Rex, Prospect Ave., City.
Le Roy, Fulton St., Brooklyn.
Victoria, Newark, N. J.
Bushwick Palace, Bushwick Ave., Brooklyn.
Tremont, Ansonia, Conn.
Life, Meriden, Conn.
Empire, Bridgeport, Conn.
Hippodrome, Bridgeport, Conn.
Keeney, New Britain, Conn.
Empire, Hartford.
Washington, 153 Washington St.
Rutgers, 39 Rutgers St., City.
Vernon, Long Island City.
Academy, Houston St., City.
Murray Hill, Flushing, L. I.
Palace, Passaic, N. J.
Peerless, Myrtle Ave., Brooklyn.
Regina, 2d Ave., City.
Queens, Woodhaven.
Regent, Clifton, N. J.
Park, E. Rutherford, N. J.
Castle, Bleecker St., City.
Claremont, 73d & 1st Ave., City.
Garden, Passaic, N. J.
Pleasant Hour, Myrtle Ave., Brooklyn.
Nicoland, 3d Ave. & 162d St.
Strand, No. Tarrytown, N. Y.
Sylvia, 513 50th St., Brooklyn.
New Madison, 113th and Madison Ave.
Empire, Grand St., Brooklyn.
Tip Top, Hamburg Ave., Brooklyn.
New Third Ave., 1703 3d Ave., City.
Pleasureland, Broadway, Brooklyn.
Van Buren, Broadway, Brooklyn.
Grand View, 659 Grand View, Brooklyn.
Garden, Newark, N. J.
Lincoln, Bloomfield, N. J.
Nostrand & Panorama, Nostrand Ave., Brooklyn.
Janice, Flushing, L. I.
Grant, 116th St., City.
Empire, Ozone Park, N. J.
Band Box, So. Orange Ave., Newark.
East Side Beauty, 14th St. and Ave. A, City.
Greenpoint Star, Driggs Ave., Brooklyn.
Miller's, Saratoga Ave., City.
Hudson, Myrtle Ave., Brooklyn.
Strand, Pleasantville, N. Y.
Orpheum, Yonkers, N. Y.
Bijou, Holyoke, Mass.
Palace,Bridgeport, Conn.
Life, New Haven, Conn.
Taylor, Adams, Mass.
Royal, Holyoke, Mass.
Empire, New London, Conn.
Royal, 44th St. and 10th Ave., City.
Amphion, 44th St. & 9th Ave., City.
Chelsea, 25th St. & 8th Ave., City.
Lyric, New Haven, Conn.
White City, New Haven, Conn.
Scenic, Winsted.
Royal, Chicopee Falls.
Shelton, Shelton, Conn.
City, West Hoboken.
Central, 771 9th Ave., City.
Wyckoff, Wyckoff Ave., Brooklyn.
Willoughby, Willoughby Ave., City.
Comedy, Fulton St., rooklyn.
Royal, Roosevelt, L. I.
Windsor Terrace, Prospect Ave.
Drury Lane, Amsterdam Ave.
Elkwood & Model, Bronx, N. Y.
Riverdale, Yonkers, N. Y.
Strand, Bayonne, N. Y.
Eagle, 16th Ave. & 43d St., Brooklyn.
Globe, Sumpter St., Brooklyn.
Colonial, Waterbury, Conn.
Alhambra, Waterbury, Conn.
Bronx Savoy, E. 187th St.
Atlantic, 70 Atlantic Ave., Brooklyn.
New Classique, Marcy Ave., Brooklyn.
Atlantic, 2646 Atlantic Ave., B'klyn.
Parkway, Richmond Hill.
Park, Mulberry St., City.
Webster, Long Island City.
Paradise, Ralph Ave., Brooklyn.
Park, Wappinger Falls.
Varieties, 110th St. and 3d Ave., City.
Lyric, Plainfield, N. J.
Majestic, E. Hampton, Mass.
Barnum, Bridgeport, Conn.
Orpheum, Bridgeport.
Lewis, Lewis Ave., Brooklyn.
New Crescent, W. 135th St., City.
Bushman, 110th St., City.
Boston Hotel, Coney Island.

An Open Letter to

MR. E. V. RICHARDS

STRAND THEATRE, NEW ORLEANS

MY DEAR MR. RICHARDS:

One of the best-known directors in the picture business (producing for a competitive feature concern) was overheard indulging in a few "not-supposed-to-be-heard" remarks about feature pictures recently released.

He said: "The stuff now being produced on the lot at Universal City has anything in the business cheated to death for all around general excellence."

His remarks were not intended to be overheard, yet, as he spoke the truth, why hide the facts?

This director's statement is like discovering a nugget of purest gold among all the dross of advertising misstatement that floods the trade press.

Here, in this man's heart, we find hidden the truth about the feature pictures on the market today.

But you'll say, "This is only one man's opinion." Yet, if this man recommended a picture for your house, you'd fall all over yourself in your eagerness to follow his tip. That's how good his judgment is on pictures.

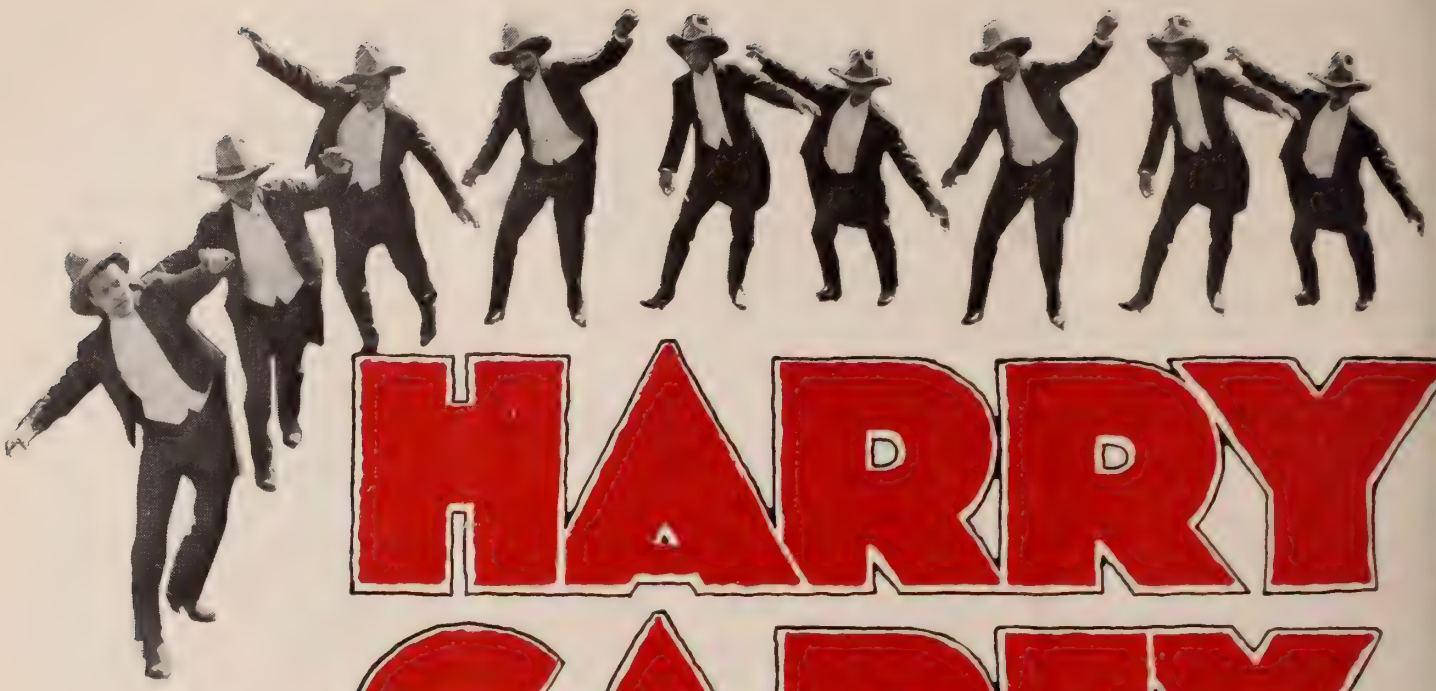
And you'll understand why this man describes Universal pictures as best when you see such special attractions as Dorothy Phillips in "The Talk of the Town," Priscilla Dean in "The Wildcat of Paris," Mae Murray in "Danger, Go Slow," Harry Carey in "Roped." No feature productions surpass these; FEW equal them, yet the big punch of it all is; THE PICTURES THEMSELVES TELL THE STORY OF QUALITY AND SUPERIORITY without press agents' boosting or advertising camouflage.

Will you call at the Universal Film Exchanges, Inc., at 914 Gravier St., New Orleans, and see these pictures with your own eyes, then let me hear your opinion?

Cordially yours,

Carl Laemmle

HARRY
CAREY



HARRY CAREY in

"Roped"

UNIVERSAL SPECIAL ATTRACTION

The Utmost in Photoplays

UNIVERSAL SPECIAL ATTRACTIONS

DOROTHY PHILLIPS in "The Talk of the Town"

MARY MAC LAREN in "Vanity Pool"

See them at your nearest Universal Exchange or UNIVERSAL FILM MFG. CO. 1600 Broadway, N.Y. Carl Laemmle, President

PRISCILLA DEAN in "Kiss or Kill"

MAE MURRAY in "Danger—Go Slow!"

Two Typical, Money Making Harry Carey Productions

"Three Mounted Men"

"Hell Bent"

Ruth Clifford

in Her Latest Photo-Dramatic Winner

"The GAME'S UP"

Released thru all Universal Exchanges.

"Looping the Loop"
BY E. C. SEGAR.

RUTH CLIFFORD IN "THE CABARET GIRL" AT THE CASINO
PLEASE GO AWAY I AIN'T GOT ANY CLOTHES ON
ANN WENT SWIMMING AN SOME ONE HOOKED HER DRESS
BOO LA ZUMP
YOU CAN'T BECOME AN OPERA SINGER BUT YOU CAN PEDDLE FISH
ANN TAKES SINGING LESSONS
SLUP SLUP SLUP
SLUP SLUP SLUP
ANN IS GIVEN A JOB IN A CABARET SHE SOON BECOMES FAMOUS AS HER LIQUID VOICE HARMONIZES WITH THE SOUND MADE BY THE SOUP SIPPERS
THE DOOR IS KEYED AND I HAVE THE LOCK
LEMME STAND UP I WANT TO FAINT
POW
HERO
THE CABARET OWNER IS A VILLAIN AND HE GETS FRESHER EVERY MINUTE
CURSE HIM HE TORE THE BACK OUT OF YOUR DRESS
HERO
HE DONT KNOW ITS THAT KIND OF A DRESS
THE END
NAME PORTRAIT R. CASE
SEND NAME AND STAMP AND I'LL DRAW A FACE FROM YOUR NAME AND MAIL IT TO YOU
E
E
E.C.

Another Segar cartoon story in the Chicago American on the Cabaret Girl.

Mae Tinee's Tribune Review of "The Cabaret Girl" in Chicago

"RUTH CLIFFORD CAN DEPICT CLASS, 'IGH OR LOW, AS THE CASE MAY BE, WITH EQUAL FACILITY."

—Mae Tinee in Chicago Tribune.

Old Stuff, But It's Popular Stuff At That.

"THE CABARET GIRL"
At the Casino.

Produced by Universal.
Directed by Douglas Gerrard.
THE CAST.

Ann Reid	Ruth Clifford
Dolly	Carmen Phillips
Ted Vane	Ashton Dearholt
Balvini	Harry V. Meter

BY MAE TINEE

"THE Cabaret Girl," I'll say, is destined for considerable prosperity. It's the kind of a feature that always makes a popular program picture.

As to plot, you have nothing out of the ordinary to look forward to. The story is of a little country nightingale who goes to the big city with the firm intent to become an opera singer. She only gets as far as the cabarets, however. Her demureness and the honest sweetness that shines from her face make her instantly popular with the restaurant throngs, and she meets again a young man whom she had once encountered by chance before coming to the city.

Ted Vane is the son of rich and important people. His father is a democratic soul, but his mother is a slave to class and moves in a circle about as wide as the confines of her wedding ring.

When Ted announces his engagement to the cabaret girl to them, father takes it calmly and asks to meet the lady. Mother throws a fit, but there being apparently nothing else to do, finally invites little Miss Ann Reid to her country place for a week-end party.

It is the girl's misfortune that the democratic father is called to Boston. Mother has things her own way. By wily argument she at last convinces her son's fiancee that she will be ruining his life by marrying him, and the girl at last consents—because she loves him so—to so conduct herself at dinner that evening as to disgust himself irremediably. She carries out her part of the agreement.

* * *

The son is properly shocked and disillusioned. But he overhears a conversation later which shows him just how everything has happened, and we leave the cabaret girl enjoying every prospect of becoming Mrs. Ted Vane with the advantages of the fiance's parental approval.

Ruth Clifford is most attractive in the part. The picture is put together well, and on the whole makes a decidedly fetching five-reel offering.

A Real Screen Oddity

A COMPOSITE CRITICISM OF "THE HEART OF HUMANITY."

OUR advice is: Go see "The Heart of Humanity" (Tribune). The Broadway Theatre was packed to overflowing by an audience that never missed a thrill nor skipped a dramatic sensation (Telegraph). Their interest was held from the first scene to the last. Allen Holubar, who directed it, did his work with independent intelligence, care and skill that makes "The Heart of Humanity" a distinct achievement in motion picture creation (Times). By this one production, he is entitled to rank with the masters of his craft. This is far and away the best thing that Miss Phillips has done, a revelation of capacity for fine emotional work hitherto unsuspected (Mail). The cast is competent, the direction excellent and the photography superb. Some of the panoramas have not been surpassed on the screen (Evening Sun). Eric Von Stroheim has a remarkable scene with Miss Phillips that is as dramatically strong as the screen has ever given (Telegram). Miss Phillips is splendid throughout (Journal). Considered purely as a story, it is of the utmost interest (World), in spirit quite different from many of its sister films (American). There is a sincerity about the entire production that makes it thoroughly interesting (Globe). It is one of the most graphic pieces of filming ever seen on the screen (Evening World) and the spectators thrilled to it with enthusiastic applause (Herald).

Up-Up-Up! Goes

The Quality of Every Universal Special Attraction

Mary MacLaren

the American Beauty of the Screen
in RUPERT JULIAN'S Master Suspense Drama

"CREAKING STAIRS"

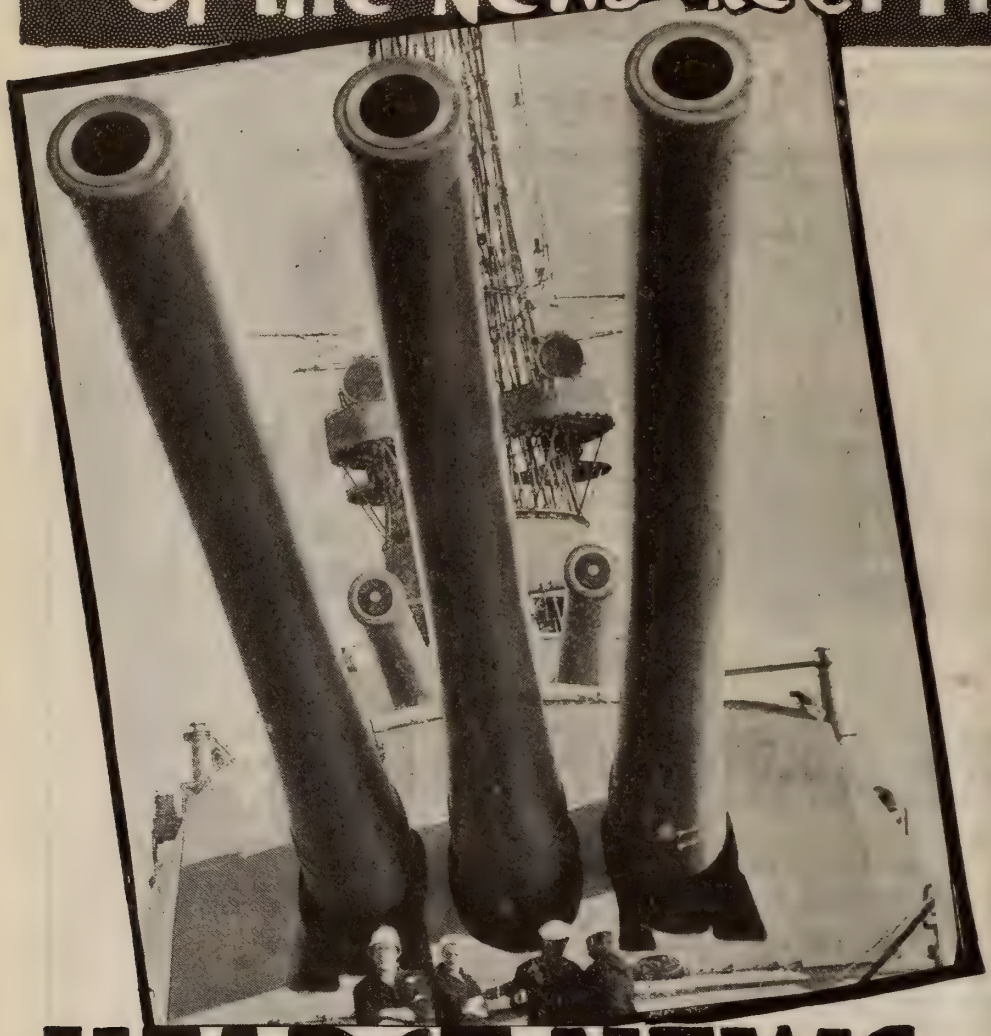
TALK about gripping drama! Talk about **thrills**—and **suspense**—and everything exciting that makes a photodrama a **corker**—well, you'll get them all as you never had them before in "CREAKING STAIRS," made by the same man who produced "The KAISER, the Beast of Berlin," featuring Mary MacLaren, the American Beauty of the Screen. **Be sure** to see this great picture. You'll think of it—dream of it—weeks afterwards. Now playing. Don't miss it.

Your theatre name, prices, etc., here.

T. C. No. 64 Mat 20c.

UNIVERSAL FILM MANUFACTURING COMPANY

The Three Big Guns
of the News Reel Field



HEARST NEWS
SCREEN TELEGRAM
UNIVERSAL
CURRENT EVENTS

ALL

News Weekly Booking Records

Smashed

Shattered

THE BIGGEST LIST OF BIG THEATRES EVER KNOWN IN THE SMALLEST SPACE OF TIME ON RECORD

READ

THE NEXT PAGE

ALREADY BOOKED IN MORE Than 500 Theatres around New York

Look at this List of Theatres

THE MOST REPRESENTATIVE HOUSES IN THE EAST, THAT WILL SHOW THE THREE BIG NEWS REELS

Entire Marcus Loew Circuit

Entire Fox Circuit

Entire Moss Circuit

The Strand, New York

The Rialto, New York

Eighth-First Street Theatre, New York

The New Brevoort, Brooklyn

TALK is cheap. Bookings are what count. More than 500 of the most representative theatres in the Eastern New York territory alone have ALREADY booked the HEARST NEWS—UNIVERSAL CURRENT EVENTS—and—SCREEN TELEGRAM.

The huge Nation-wide advertising and publicity campaign to be conducted in the most important cities in the largest circulating newspapers in America, will drive millions of people in to view release when issued.

CONGRATULATE yourselves, Exhibitors, for EVERY WEEK as regular as clock work this stream of dollars that will flow to you.

Here, at a cost absolutely trivial as compared to costly features, you will have THREE WEEKLY ATTRACTIONS that should pack your house.

Get more facts and information about the big campaign behind these BIG THREE to put them over in every Theatre in America.

WIRE YOUR CONTRACT. WASTE NO TIME.

Book thru your nearest Universal Exchange, or communicate with the UNIVERSAL FILM MFG. CO., Largest Film Mfg. Co. in the Universe, Carl Laemmle, President, 1600 Broadway, New York.

Publicity Material for Monroe Salisbury in "The Millionaire Pirate"

(*Copyright*, 1919, *Bluebird Photoplays, Inc.*)

The Prologue.

CUTLASSES flashed in the dim light of the pirate brig's hold. A woman, her fingers digging into the pure whiteness of her cheek, watched, in a corner—The Stake. Captain Jean Lafitte, buccanneer, took the woman to him.

"I am yours to have and to hold," she gasped, "if you will but save his life"—referring to her captive lover. But Lafitte curled his vulpine lips and sent the English gallant to a watery grave via the plank. Then descended on the cringing Lafitte the curse:

"Never shall you or any of your descendants know the true love of woman!"

THE STORY.

The West Antilles, 1918.

PAUL WINTHROP paints subject Joe, a picturesque pearl-diver, educated by the mission padre. Winthrop invests the figure with a pirate's garb, and when Joe views it, reminiscence shines from his poetic eyes.

They have met before; Winthrop as the young Englishman of the prologue and Joe as Lafitte. The spell of it clings to the pearl-diver. Impelled by an urge he cannot fathom, he stumbles upon pirate treasure, hidden in the beach sands. The plate reads —"Jean Lafitte, 1718."

In New York, at Paul Winthrop's exhibition of paintings. Among his guests are Lily Demorest and her parents. To Lily the pirate painting has peculiar fascination. Paul Winthrop loves the girl, but she is engaged to wed Robert Spurr, a man of wealth. An interruption—and at the door stands—Joe, the pearl-diver, transformed by pirate gold into an exquisite fashion. Joe has assumed the name of Jean Lafitte, and Lily Demorest and Robert Spurr gaze upon the man, spellbound. And well they might—for she is the curse-woman of two hundred years before, and Spurr was Barbizon, the lieutenant.

Jean Lafitte steals Lily by a typical stratagem, first for his friend winthrop, but then—because Paul is timid in his wooing—for himself. But in the end Lilys heart cries out for Paul, the man she loves, and crashing down on careless Lafitte comes the curse that has been on his people for two centuries—the curse that never shall he nor any of his descendants know the true love of woman.

And yet in the happy reunion of Paul and Lily, Lafitte finds a balm for his torn and wounded soul.

THE CAST.

Jean Lafitte	**Monroe Salisbury**
The Girl	**Ruth Clifford**
Her Mother	**Lillian Langdon**
Her Father	**Harry Holden**
Her Sweetheart	**Jack Mower**
Robert Spurr	**Clyde Fillmore**

ADVANCE STORY NO. 1.

MONROE SALISBURY, the Bluebird star, previously seen in "That Devil Bateese," "Hugon, the Mighty," and other notable photoplays, comes to the ..... theatre ..... in "The Millionaire Millionaire Pirate," produced by Rupert Julian from Waldemar Young's screen version of Herbert Hall Winslow and Emil Nyitray's original drama, "The Mysterious Millionaire."

Salisbury is seen in a dual role, appearing in the prologue as a roving buccanneer of 1718 and in the main part of the play two hundred years later as a mysterious millionaire, who is in reality the reincarnation of the ancient pirate.

In the prologue the pirate has separated two lovers, claiming the girl for his own, and making the man walk the plank to his doom. The girl calls down a curse on the buccanneer, saying that neither he nor his ancestors shall ever again know the true love of woman.

How this millionaire descendant of the present chief finds the reincarnations of the lovers he had separated in present day New York society and how he tries to right the ancient wrong, and make his line again worthy of trusting feminine love has been made into a materful drama by Director Julian.

Ruth Clifford heads the supporting cast, which includes Clyde Fillmore, Jack Mower, Harry Holden, Lillian Langdon, Velma Clay and others.

ADVANCE STORY NO. 2.

RUPERT JULIAN, producer of "The Kaiser, the Beast of Berlin," has done another masterpiece in "The Millionaire Pirate," the new Bluebird drama which stars Monroe Salisbury as Jean Lafitte and which is to be shown at the ..... theatre ..... With Salisbury will be seen Ruth Clifford, who has the leading feminine role. "The Millionaire Pirate' has the atmosphere of reincarnation without propounding any evolutionistic theory. Lafitte (Salisbury) is seen in the prologue a pirate captain who wins from his leftenant Barbizon (Jack Mower) an English girl, captured with her lover from a British merchantman. But the girl, when she learns Lafitte has sentenced her lover to walk the plank to a watery end curses him saying that neither he nor his line will ever know the true love of woman. Two centuries pass; the characters are suggestive of those in the buccaneer-prologue; Lafitte is Joe, a pearl-diver in the West Antilles, the Englishman is Paul Winthrop, a painter; the girl is Lily Democrest, a society favorite, and the leftenant, Barbizon, is remade into Robert Spurr, a venal man of wealth. The story is re-enacted along modern lines and is superbly handled by Director Julian. The script is by Waldemar Young from the original story by Emil Nyitray and Herbert Hall Winslow.

ADVANCE NOTES.

"THE Millionaire Pirate," a film feature with a medieval prologue and a modern theme, starring Monroe Salisbury under the direction of Rupert Julian and with Ruth Clifford, chief in the Universal star's support, comes to the ..... theatre ..... The story by Emil Nyitray and Herbert Hall Winslow was scenarioized by Waldemar Young.

THE ..... theatre will present ..... Monroe Salisbury in his greatest characterization, that of Jean Lafitte, in (The Millionaire Pirate," in which the Universal star will be seen with his most popular leading woman, Ruth Clifford.

"THE MILLIONAIRE PIRATE"

AT A GLANCE.

STAR—Monroe Salisbury.
PREVIOUS SUCCESSES—"The Light of Victory," "Hugon, the Mighty," "That Devil, Bateese," "The Savage," "The Guilt of Silence," etc.
DIRECTED BY—Rupert Julian, creator and star of "The Kaiser, the Beast of Berlin."
SCENARIO BY — Waldemar Young.
FROM ORIGINAL STORY BY —Herbert Hall and Winslow and Emil Nyitray.
SUPPORTING CAST — Ruth Clifford, Jack Mower, Clyde Fillmore, Harry Holden, Velma Clay, Lillian Langdon.
LOCALE—The hold of a pirate brig. The West Antilles. A fashionable New York home. A millionaire's yacht.
TIME—Prologue in 1718. Main story in the present day.
THUMB-NAIL THEME—The story of a pirate captain who is cursed by a fair lady after killing her lover, and who bars him and his ancestors from the true love of woman. How a descendant in the 20th century finds his buried gold and redeems the ancient wrong by uniting the descendants of the two lovers he had separated by his cruel piracy.

ADVERTISING CATCH LINES

The story of a modern millionaire-adventurer, whose love-venture was decided for him two hundred years before.

There was in him a faint memory of a long, long time ago, when there descended on his race the curse of woman—that never should he nor any of his line know true love.

Love was denied him—and he laughed. He knew not true love of woman.

Jean Lefitte—dreaded name of two centuries ago.

A modern millionaire of mystery to whom love was a closed book.

There descended on the too-bold Lefitte the curse of the ages, from this beautiful creature who blasted the pirate's soul with her anguished cry—"Neither thou nor thy descendants shall ever know true love of woman!"

The virile Monroe Salisbury in a mighty role.

Jean Lefitte, medieval buccanneer and 20th Century pirate.

Master of men and of millions, but the true love of woman he knew not.

Rupert Julian's creation of adventure and mystery, with Monroe Salisbury in the featured role. Julian's greatest work since "The Kaiser."

Do you believe in reincarnation? Then see "Pirate Gold," starring Monroe Salisbury. A Rupert Julian production.

The 20th Century reincarnation of the ancient buccaneer who kidnapped the girl for her timid lover.

A bird's-eye view of the soul of a pirate. The heart of a buccaneer. A Captain Kidd brought down to date.

BIOGRAPHY OF THE STAR.

MONROE SAILSBURY has created a number of lasting screen characters, among them Allessandro in "Ramona", LeGrange in "Eyes of the World', Lieutenant Blenton in "The Light of Victory" and Hugon in "Hugon, the Mighty", but in "The Millionaire Pirate" his characterization of Jean Lafittte, the pirate captain and later as the mysterious millionaire, surpasses them all.

Salisbury is the screen's captive from the stage. He was for ten years with Richard Mansfield, Mrs. Harrison Grey Fiske, John Drew and other famous figures of the stage.

Lasky's first picture was Monroe Salisbury's premier cine-dramatic vehicle. Later he was engaged by William H. Clune for his productions, among them "Ramona" and "The Eyes of the World", by Morosco and by Fox. On the high road to fame Universal secured him. Salisbury's virile characterizations caught the popular fancy. For the love of doing them he left the stage for the silversheet.

ADVERTISING PUNCHES.

1—The great growing popularity of Monroe Salisbury.
2—The fact that it was directer by Rupert Julian, the creator of "The Kaiser, the Beast of Berlin".
3—The fact that Ruth Clifford heads the excellent supporting cast.
4—The romantic appeal of the daring pirate days of the early eighteenth century.
5—The pirate practice of making victims "walk the plank" will interest those who crave adventure.
6—The reincarnation theory that is advanced will appeal to the deeper thinkers of your city and adds to the mystery of the production.
7—The elaborate settings in the hold of the pirate's brig; the fashionable New York homes, and on board the millionaire's yacht are worth mentioning.
8—The fact that it is based on the famous stage play "The Mysterious Millionaire" by Herbert Hall Winslow translated from Emil Nyitray's Hungarian drama.

FOR HERALD.

IN the hold of a pirate brig a woman invoked the curse of her sex on bold Lafitte: "Neither you nor your descendants shall ever know true love of woman". Down the ages the curse followed Lafitte and his brood. In 1918 his soul was in Joe, a pearl-diver who, impelled by the urge of the blood, discovered the pirate's gold. "The Mysterious Millionaire" visits his painter-friend, Paul Winthrop, in New York. In Winthrop's salon were Lily Democrest, Paul's beloved, and Robert Spurr her wealthy affianced. Lily is fascinated by the portrait of Joe and the new Lafitte plays gallant.

For his friend he abducts Lily—but Paul is not an impetuous cavalier and pitying Winthrop's conventionality Lafitte makes off with Lily to his yacht. Gay, poetic, with the imagery of his kind for two hundred years back, Lafitte is fascinating. A light shines in the girl's eyes—is it the light of love? Lafitte—daring, laughing Lafitte, wonders—and ponders.

STILL PACKING SUPERBA.

SUPERBA

HAVING broken all house records for attendance and receipts during the last week, "Borrowed Clothes," the new Mildred Harris starring vehicle, produced by Universal under Lois Weber's supervision, started its second week at the Superba yesterday.

Even as early as 11 o'clock in the morning a long line of eager spectators extended from the Superba box office along Broadway toward Fifth street. The splendid production of "Borrowed Clothes," which is Lois Weber's master-work, and the fame of the lovely star, Mildred Harris, who was recently married to the famous comedian of the funny mustache, has proved a box office combination that could not fail to attract.

—From the Los Angeles Herald.

"Borrowed Clothes"

JUDGING from unsolicited commendatory letters r popularity of Mildred Harris has increased in leaps and "Borrowed Clothes."

B. R. Davis, manager of the Lyric Theatre, Stock use his own explanation, "It was the best play of its Gayety Theatre at Ripley, Ohio, has the following to highly pleased with the magnificence of the productic out continually. This play goes right into the heart Among many other commendatory letters received b

Universal Film Exchange.

Gentlemen:—

"For Husbands Only," with Mildred Harris (Mrs. Charlie Chaplin) made a big hit with Sacramento audiences. Mildred Harris (Mrs. Charlie Chaplin) is a very charming actress and very popular with my patrons. "For Husbands Only" is a most gorgeous and beautiful picture ever seen on the screen for some time, and so I have decided to book the next Mrs. Chaplin production, "Borrowed Clothes."

J. W. DI STASIO, Liberty Theatre, Sacramento, Calif.

Universal Film Exchange.

"Borrowed Clothes," which I ran last night, did better for us than I expected, after running two weeks at the Colonial Theatre, downtown. If this picture will be credited to your company, and will satisfy, and please any audience, for it has that and two-fold punch that appeals to all.

High Society Moral, and the disgraced lower class, with a surprise and Happy Ending for both.

Hoping you will have more just as good, I remain, J. A. ACKERMAN,

Gen. Manager, Glenway Theatre, Cincinnati, Ohio.

Mr. Maurice Strauss.

Just a little communication and expression on "Borrowed Clothes."

I want to thank you for the tip you handed me on "Borrowed Clothes." It's a real picture and a real star. The acting and the settings were perfect, and the photography was the prettiest and the clearest I have ever seen. My people were highly charmed with the magnificent production. Another picture like this will keep the S. R. O. sign and continually. It grips, it thrills, it maddens, it pleases, it goes right into the hearts of all fans. I had my wife's clothes and "Borrowed Clothes" on electric light poles and telephone poles with a placard reading:

"Borrowed Clothes" of Gayety Theatre, Ripley, Ohio, Jan. 1st.

Bill me for the use of Mrs. Charlie Chaplin production, "When a Girl Loves." I have played all Jewels except this one. They all got top money. Again thanking you for the good treatment and swell productions, I remain, Yours truly,

BILLY V. MADDOX, Mgr. Gayety Theatre.

P. S.—My only kick on "Borrowed Clothes" was my house was not large enough for the crowds. They came from the hills.

Stands Them on End

ved from exhibitors by Universal executives daily, the
d bounds, due to her work in "For Husbands Only"

, Calif., played "For Husbands Only" recently, and, to
d I have ever run." Billy V. Maddox, manager of the
y in regard to "Borrowed Clothes": "My people were
Another picture like this will keep the S. R. O. sign
all fans."
Universal during the past few days are the following:

Universal Film Exchange,
Gentlemen:—

After hearing much favorable comment on your picture, "Borrowed Clothes," featuring Mrs. Charlie Chaplin, I feel it my duty to pass it on to you.

My patrons were all very much pleased with this and a great many of them have been asking when we are to have her again.

"Borrowed Clothes" was without a doubt the best thing we have had for sometime, and I am surely glad to endorse it.

With my kindest personal regards, I am,

THE GRAND THEATRE CO.,
Ray W. Dennis, Mgr. Hamilton, Ohio,

Universal Film Exchange,
Gentlemen:—

Lois Weber's production, "For Husbands Only," featuring Mildred Harris, was both a financial and artistic success at this theatre.

With very best wishes for the New Year, we remain,

Very truly yours,
STRAND THEATRE,
By Leo Weinberger, Manager.

Universal Film Exchange,
Gentlemen:—

Some time ago we played your picture entitled, "For Husbands Only," featuring Mrs. Chaplin.

This picture was well received by our patrons and received a good round of applause and our house was crowded to capacity.

Mrs. Chaplin is an actress of the highest type and we welcome more pictures, starring her.

PACIFIC AMUSEMENT ASSN.,
Henry Frohman, President.

cartoonist Hal Stephen's conception of

Mildred Harris

the Lois Weber star in

"Borrowed Clothes"

they're her husband's

A clever cartoon by a Los Angeles artist. Give him credit and you can use this idea by copying it out of the weekly.

"OVER THE RHINE WITH CHARLIE"

THESE two howlers from the pen of Pat Sullivan are the funniest, money-est stuff that the war humor has produced. Box-offices suffering from shell-shock, please write. Here's a sure cure if you'll play them both—now—today!

Book thru your nearest Universal Exchange, or communicate with the UNIVERSAL FILM MFG. CO., Largest Film Mfg. Company in the Universe, Carl Laemmle, President, 1600 Broadway. New York.

"HOW CHARLIE CAPTURED THE KAISER"

One of the Cups Eddie Polo Won

EDDIE POLO, star of the Universal serial, "The Lure of the Circus," is resting at his Hollywood apartment for a few days before beginning work on a new eighteen episode serial which is being prepared for him. Polo returned to Universal City last week, after spending over two months visiting theatres in all parts of the country.

Two trunks filled with loving cups and other gifts from admiring friends, exhibitors and exchangemen were among the baggage that Mr. Polo brought back with him. Among the larger loving cups presented Mr. Polo by exhibitors was one of solid silver, standing 26 inches high, which was the gift of New York and New Jersey exhibitors booking "The Lure of the Circus" from the Big U Exchange. It is pictured here. Another handsome cup was presented by Cleveland exhibitors and another by Pittsburgh exhibitors.

Upon his return Mr. Polo found over a thousand letters from youngsters he had personally met while on his trip, and almost all of them requested autographed photographs.

STAGE WOMEN'S GREEN ROOM SERIES

(*Concluded from page* 10.)

ing the title, "The Mad Woman," is a poignant, stirring drama by Howard E. Miller, and includes in its remarkable cast Nance O'Neil, Alfred Hickman, Paul Gilmore, Ben Grauer, Thamara Swirskaya and her quartette, Mildred Holland, Mme. Mathilde Cottrelly and Tyrone Power.

The fifth—and the last of those already completed—is "The Honorable Cad," written by the novelist and dramatist, Frederick Arnold Kummer. In its list of players are Ethelbert Hale, Phoebe Foster, Mrs. John M. Pierce, Yvette Guilbert, the late Shelley Hull, Mrs. William Farnum, Julia Dean and Edmund Breese.

"And," continued Mr. Laemmle, "the seven still to be made to complete the stories will be presented by players no less famous. Indeed, another great figure of the American stage, Daniel Frohman, who, like David Belasco, is revered for what he has done for American drama and American dramatists, will be seen in one of the productions shortly to be finished at the society's studio. Among others available, who have pledged their services to the Stage Women's War Relief, are Leo Ditrichstein, Ann Murdock, Robert B. Mantell, Florence Nash, Mary Nash, Henry Miller, Blanche Bates, Willard Mack, John Drew, Ruth Chatterton, Lillian Russell, William Collier, Julia Arthur, Edith Wynne Matthison, Adelaide and Hughes, Clara Joel, Florence Moore, Fay Bainter, H. B. Warner, Otis Skinner, Minnie Dupree, Alice Brady, and several more whose names have not yet been annouced. It is a wonderful aggregation. And the appearance of these great players and these great stage folk in these splendid screen productions means the setting of a new and a higher and a better standard in all motion picture production."

Scenarios from which the seven remaining productions will be made come from authors who are widely known throughout the country. For instance, Louise Closser Hale, famous for her magazine stories and novels no less than for her acting, is the author of "Good Times Evans." This story will shortly appear in serial form in McClure's Magazine. Willard Mack contributes "Banked Fires." Rachel Crothers, famous for her plays, is the author of "A Bit of Love." Jessie Bonstelle's pen produced "Littlest Reason," and Wallace Clifton is the author of "Inner Circles." Then there are also scenarios by Cosmo Hamilton, Anthony Paul Kelly, Charles Rann Kennedy and Edwin Milton Royle.

THIS IS A REPRODUCTION O

"THE CRAVING" is genuinely different. Not only a strong story, but a picture unique with the most marvelous trick photographic effects that you—yes, you, the critical exhibitor, ever saw in your whole life. Look again at the illustration above. It's an actual scene. Just think how your people will be fascinated, delighted, amazed by these astounding effects, so woven into the big drama of the picture as to give them an absorbing, thrilling new kind of entertainment.

Book thru your nearest Universal Exchange, or communicate with the UNIVERSAL FILM MFG. C(

E OF THE 24-SHEET POSTERS.

THIS extremely interesting production was originally owned by the ARGOSY FILM COMPANY, but its value as unique and fascinating entertainment was so high that it was taken over immediately after release by the UNIVERSAL FILM MFG. COMPANY, thus securing a far greater distribution than would be possible by any other means. This purchase also means a fair and equitable price, and is the guarantee that "THE CRAVING" is a BIG picture in every meaning of the word.

arest Film Manufacturing Company in the Universe, Carl Laemmle, Pres., 1600 B'way, New York.

"The Dagger."

EPISODE ELEVEN.
"LURE OF THE CIRCUS."

CAST.

Eddie Somers.....Eddie Polo
Alice Page.....Eileen Sedgwick
Richard Mason.....Fred Montague
Richard Van Norman.....Duke R. Lee
Edward Lawrence.....Harry Carter

VAN NORMAN stuffs Eddie, who is unconscious, into a trunk and orders one of the grips to carry the trunk off the lot and throw it over the Highway Bridge.

When the trunk is thrown over the bridge, it catches on a tree and Eddie's fall is broken sufficiently to save him from death. He makes his way back to the lot and, while he does not accuse Van Norman of causing the affair, tells him that he believes the man who put him in the trunk is on the lot, and that he will get him some day.

Mason and Laurence arrive and tell Van Norman that they intend sending Eddie up for murdering Harden. Eddie sees Laurence and orders him off the lot. A fight follows, but Laurence soon calls "enough." Then Mason feels that he and Laurence will both be safer if he has Alice under his eye. So he tells Van Norman to cancel her contract and he will take her home. Alice refuses to go. Laurence says that she is only staying to be near Eddie. Then Mason asks her if she knows that Eddie killed her father, Harden. He tells her he can prove it to her if she will come home with him. Alice asks Eddie if Mason's statement is true, and he replies that he does not know—that he and Harden fought and that, during the fight, Harden was shot.

Then Laurence again insults Eddie and we see him stagger back from the canvas, against which Eddie has hurled him, with a knife stuck to his chest. Detectives have followed Mike to the circus lot, but are attracted by the crowd around Eddie and Laurence and, finding Eddie standing over Laurence with the knife in his hand, put him under arrest. Laurence is carried to Mason's, and Alice goes with them. The detectives start to jail with Eddie in a wagon loaned them by Van Norman, but on the way they are struck by a machine and the wagon demolished.

The episode ends with Eddie flying through the air.

Screen Magazine.
No. 102.

RUB your eyes and also "rubber" your eyes, because it isn't fairyland at all but some pretty maidens of the southland staging their dance rehearsals along the uninhabited shores of the Gulf of Mexico. Then came a blow out of a clear sky in the shape of an airman who thought something was wrong with his machine. A little log-rolling, that is distinctly patriotic, is shown in Screen Magazine No. 102, where U. S. Signal Corps men "spruce up" our army aeroplanes as a part of the largest logging industry in the American Northwest.

Imagine the nervous breakdown of calling 500 children to breakfast instead of pulling the covers off of only "little Johnny." See this family of Better Babies. A great improvement on the hardships of Klondike mining is shown in the excavations along the beach at Coney Island where thousands of dollars are lost every summer.

SYNOPSES OF "THE DAGGER," SCREEN MAGAZINE, No. 102, AND CURRENT EVENTS, No. 2.

Following a lot of the interesting outcomes of the signing of the armistice—President Wilson at the peace table, the falling off of the shoe trade, the advance in the price of horse flesh in Germany, and the price of butter and eggs in America. It will almost make you forget the influenza—seeing Willie Hopkins' stories in mud.

Current Events, No. 2.

"Tommies" Leave to Battle Bolsheviki.—With happy memories of America, British troops depart to join the Allies fighting among the eternal snows of Siberia.—*San Francisco, Cal.*

Be a Good Skate and Get a Skate On.—That is what the folks of the mid-Western metropolis did when the weather dropped below zero—they staged the Skating Derby.—*Chicago, Ill.*

Mighty Texas Gets New Chief.—Captain Victor Blue formally turns over command of the great superdreadnought to Captain Mason C. Twining.—*New York.*

Boatmen's Strike Ties Up New York Harbor (released in New York City edition of Current Events No. 2 in place of Roosevelt funeral pictures).—Metropolis faces food and coal crisis when 16,000 marine workers quit, halting all river traffic.—*New York City.*

All Work and No Play—Makes a doughboy a dull boy, so at Camp Devens they allow the husky lads in khaki full play for their active spirit.—*Ayer, Mass.*

"Big Berthas" Are Monuments of Defeat.—Germans retreated, leaving behind them the ruins of their super-guns.—*Cappy-Sur-Somme.* (Pictures released by Committee on Public Information.)

Sub-Titles.—This giant among guns was put out of action by the Australians in the Battle of Chipily Ridge. It has a total length of 78 feet with a 48-foot barrel. Another of the monster weapons, showing its steel and concrete base. Inside one of the bomb-proof ammunition dug-outs where the giant shells were stored, showing the narrow-gauge railway by which the gun was fed. The shell-carrying track leading to the gun. The surrender of the German army ——? On the way to the Rhine to raise Old Glory where once only the Black, Red on White of infamy flew.

Good Showmanship Says: --

"Use These Ads!"

The Delightful Screen Star:

Edith Roberts

—will make you say "Well Done" when you see her in her latest Production:

"SUE OF THE SOUTH"

When she came to the city from her mountain home her only clothes were her grandmother's—her only friend a pet pig. But when the call of the wild drew her back again, no one wanted her to go. You'll know why when you see delightful Edith Roberts in this pretty and thrilling picture.

(Your Theatre Name Here.)

T. C. No. 62 Mat 20c.

The Delightful Screen Star:

Edith Roberts

—will make you say "Well Done" when you see her in her latest Production:

"SUE OF THE SOUTH"

A picture of a girl whose eyes and smiles and heart broke up a lifelong feud. Come, see it today.

(Theatre Name.)

T. C. No. 63 Mat 20c.

WE put pretty good brains into the preparation of these little ads, because we want them to go as far as possible for the money you spend. Get them and see them, and you'll be doing a great deal better by yourself than if you simply ran an announcement—it's simply good showmanship. Your nearest U Exchange, or our Supply Department.

UNIVERSAL FILM MANUFACTURING CO., "Largest Film Mfg. Co. in the Universe," Carl Laemmle, Pres., 1600 B'way, N. Y.

"Sure Shot Morgan."

Three-Reel Western Drama.

CAST.

"Sure Shot Morgan".....Harry Carey
Lola Burton.....Claire Du Bray
Ned Morgan ......"Hoot" Gibson
Steve Burton.....Vester Pegg
Minnie Rogers.....Maude Emory
Sam McVeigh.....William Gettinger

LOLA has married Steve Burton, whom she thought she loved, and who has turned out to be a worthless scamp, having married Lola only for the mining claim which her father left her. Lola works hard all day assaying, while Steve drinks, gambles and carries on with Minnie, a girl at the saloon with an eye to business (she expects to realize on Steve's gold mine some day). Steve gets a chance to sell the mine. About the same time Ned Morgan, a young miner from the Crawling Creek section, comes to town, and starts making love to Minnie. Sparks strike between young Morgan and Steve, who is jealous. Steve and his gang celebrate a prospective sale of the mine and Steve hires a Mexican to shoot Ned. Ned is killed, and the sheriff offers $500 reward for apprehending whoever fired the shot. Steve is warned that Ned is the younger brother of "Sure Shot Morgan."

The sheriff sends a message to "Sure Shot Morgan,' who has just decided to go to Rattler's Gulch to see Ned, to tell him that he has struck it rich. He gets the message about the shooting of Ned just about the time that Steve comes home and he and Lola quarrel. "Sure Shot Morgan" is shot near the Burton cabin and Lola finds him and brings him into the cabin.

Steve signs up the papers on the sale of the mine but, to make it legal, Lola has to sign them, too. Lola sees him coming and persuades Morgan to hide. Steve tries to cheat Lola out of the mine money and and Morgan interferes. Steve tries to kill Morgan from ambush but fails, and the sheriff discovers that Steve also aimed the shot that killed Ned. Morgan "puts Steve out of the way" and ends Lola's troubles with a wedding ring.

"It's a Bird"

Two-Reel L-Ko Komedy.

EDDIE BARRY and Harry Mann are the owners of a bird and animal store, of which Harry is the crooked partner. Arriving at the store one morning, Harry is unable to unlock the door because a monkey has inserted a hose nozzle in the keyhole, and plays the spray on Harry. Harry goes to Eddie's house for the key and gets into some awkward complications with Eddie's wife, and he also becomes the idol of Eddie's mother-in-law.

Edie and his wife have an argument

over the mother-in-law, and they say they are going to break up their home. Harry Mann, by mistake, receives the two notes telling of their intentions to leave their home, so he rents Eddie's house to Harry Griffin and Bartine Burkett, a vaudeville team. Eddie has met Bartine in his store and has a picture of her in tights, without her face showing. Meeting her husband in the park, he shows hi mthis picture, with the address, and then a chase ensues between the husband and Eddie.

SYNOPSES OF "SURE SHOT MORGAN," "MARY, MY WIFE," "HE WAS NO LADY" AND HEARST NEWS, No. 2.

Everything is settled until Eddie and his wife decide to return to their home, which at the same time is occupied by Griffin and Bartine, and a great many complications result.

"He Was No Lady."

Nestor Comedy.

Starring Bobbie Vernon.

WHY it is that fathers always seem to select their sons-in-law from among the vulgar rich, while the daughters of these same fathers invariably choose their life partners from the noble poor, is one of life's little puzzles. This merry comedy contrives to lead Marcia out of her difficulties, and versus pappa, into the arms of Bob.

Hearst News, No. 2

Terror of U-Boats Back with Honors.—They're a mighty proud gun crew on the U. S. S. Destroyer Tucker, that they're officially credited with one submarine, not to mention several unofficial sinkings.—*Boston, Mass.*

Father of Waters Has "Big Splash."—More than two hundred tons of steel crashed into the Mississippi River when the Fort Snelling Bridge is destroyed by the order of the War Dept.—*St. Paul, Minn.*

Officers of Fleet Greeted by Daniels.—Warship commanders who convoyed Pershing's army in safety to France are congratulated by Secretary of Navy.—*Washington, D. C.*

America's Winged Warships!—Behold! The first aerial review! At PPost Field, Texas, the commanding officer flies down a line of battle 'planes drawn up for inspection.

Rescue Troops from Stranded Transport.—Exclusive picture showing the transfer of the last of more than 2,300 soldiers, including wounded, from the ill-fated Northern Pacific.—*Bay Shore, L. I.*

Wilson Is Made "Citizen of Paris" as Mark of Honor.—With President Poincare, America's President drives to the City Hall to receive the grateful tribute of a sister republic.—*Paris, France.*

Book thru your nearest Universal Exchange, or communicate with the UNIVERSAL FILM MFG. CO., Largest Film Mfg. Co. in the Universe. Carl Laemmle, President, 1600 Broadway, New York.

A YEAR OLD AND STILL A RECORD SMASHER

"I can truthfully say that "The KAISER, the Beast of Berlin," doubled our receipts, and had it not been for the "Flu" epidemic, we would have broken all records, altho it was a second run in Fargo, having run a whole week at the Orpheum. It is the best picture we have ever run. Everybody was complimenting us highly on the superb acting of Rupert Julian and the rest of the Cast, and I can say that we were more than pleased with the box-office receipts." —Ned Tweeden, Princess Theatre, Fargo, N. D.

JEWEL Productions Inc
1600 Broadway New York City

"The KAISER— the Beast of Berlin"

"Marry My Wife."

Lyons-Moran Star Comedy.

CAST.

Lee.....Lee Moran
Lucy, his wife.....Mignon Anderson
Eddie.....Eddie Lyons
Edith.....Dorothy Devore

LEE and Lucy are married and, though they love each other, they are too stubborn to make up after a quarrel has arisen.

Eddie and Edith are engaged, but she will not set a day for the wedding, stating that she wants to see Lee and Lucy happy before she will break into the matrimonial game. When Lucy leaves, Lee comes over to Edith's house to stay. Eddie consults Edith's father about their affairs. The father, a judge, suggests that they make Lee and Lucy appreciate each other by divorcing them, which he says he can do without any publicity. Eddie now consults Lee and pursuades him to divorce Lucy.

On the day that the judge brings the divorce papers to Lee, Eddie brings similar papers to Lucy, telling her that no one, not even Edith, knows of it. Lucy hurries over to Lee and denounces him for divorcing her. As they are arguing, a phone call comes from Lucy's mother, stating that she is giving a reception that night in honor of their first anniversary. Lucy pursuades Lee to go to the reception and to pose as her husband.

At the reception Eddie determines to make Lee jealous and, breaking a date with Edith, he dances with Lucy. This peeves Edith, while Lee accuses Eddie of having pursuaded him to divorce Lucy so that he—Eddie—could have her. Edith overhears this and denounces Eddie, who more than ever makes love to Lucy, and finally asks her to marry him. In a fit of pique Lucy accepts him. While Lee, to spite Lucy, proposes to Edith and for the same reasons is accepted by her. Eddie asks Lucy's mother for her daughter's hand, while Lee asks Edith's father for her daughter. Lucy's mother is astounded when she learns that Lucy is divorced. Eddie and Lucy rush out to go to a minister. Lucy's mother comes to the judge and begs him to assist her. The judge, mother and Lee and Edith rush after Eddie and Lucy. And this was just as Eddie figured, and he now tells Lee and Lucy that they are not divorced at all, that he and the judge just arranged a little scare for them, and that perhaps now they will appreciate each other. Lee and Lucy make up, and then start to drive Eddie and Edith to a minister.

Screen Telegram, No. 2

Devil Dogs Who Chewed the Huns' Return Home.—Armored cruiser North Carolina brings back heroes of Chateau-Thierry and Belleau Woods, all of them proud bearers of wound stripes.—*New York City.*

Sub-titles.—The Red Cross welcomes the soldiers of the sea, who

proved mighty good soldiers of the land. Some of the officers who led the marines into action at Belleau Woods, renamed by French "Wood of the U. S. Marines." Corporal Doody, of New York City, who won the Distinguished Service Cross and the Croix de Guerre for heroism at Belleau Woods. Private John B. Flocken, of Olney Ills., was awarded the Distinguished Service Cross for having, single-handed, put out of action a German machine gun nest at Chateau-Thierry.

Liberty Buttons for Heroes.—When the uniforms are no longer worn you will know those courageous ones who gave their best by this insignia——.

Revolution in Austria.—First and exclusive pictures of the overthrow of the Austria-Hungarian monarchy and the establishment of the Czech-Slovak Republic.—*Prague, Bohemia.*

Roosevelt Dies at Sagamore Hill!—Ex-President, hero of San Juan Hill, and America's foremost private citizen, passes away suddenly at his home.—*Oyster Bay, L. I.*

Sub-titles.—Hail Theodore Roosevelt, affectionately known to his hundreds of thousands of admirers as "Teddy," as he appeared making one of his last public speeches in behalf of the Liberty Loan. Leaving his home at Sagamore Hill for a jaunt through the woods. The famous Rooseveltian smile. But when he was serious——. Roosevelt cartoon by John Terry.

Wilson Reviews Fighting Yanks on Fighting Front, Chaumont, France.—*Sub-titles.*—The "Star-Spangled Banner" greets America's chief as he arrives in the former "war zone" to extend his Christmas greetings to the troops. At the City Hall at Humes, where cheering soldiers and civilians struggle for a peep of America's great statesman. To the thousands of soldiers, representing every division of the Expeditionary Forces, President Wilson says: "My heart is with you. God bless you." The salute to Old Glory—the flag the boys fought for—that many of them died for—the flag we all serve! Major-General Alexander, commanding the 77th Division, New York State troops, presents to Mrs. Wilson a gift from the Expeditionary troops.

Roosevelt Buried as Nation Mourns.—Statesmen, soldiers and distinguished men of all walks of life follow the casket of America's great ex-President from the simple little church to the graveside.—*Oyster Bay, L. I.*

Sub-titles.—After the services at Christ Episcopal Church. The Rev. Dr. George E. Talmadge precedes the casket into Young's Memorial Cemetery, followed by Captain Archie Roosevelt and the distinguished mourners. General Peyton C. Marsh, Vice-President Marshall and Rear-Admiral Winslow. Major-General Leonard Wood, who was one of Colonel Roosevelt's most intimate friends. Oscar Straus, diplomatist and former Progressive candidate for Governor of New York.

SYNOPSES OF 'IT'S A BIRD" AND SCREEN TELEGRAM, No. 2

entire Marcus Loew circuit has booked the master comedy

COMPETITION between producers is a strenuous game in New York. A comedy has to "go some" to win a booking. Yet so good a judge as Marcus Loew has booked the Master Comedy "A KAISER THERE WAS," over his whole circuit. Follow the leaders. Marcus Loew has his ears tuned to laughter these days and "A KAISER THERE WAS" will turn that laughter into dollars.

Book thru your nearest Universal Exchange, or communicate with the UNIVERSAL FILM MFG. CO., Largest Film Mfg. Co. in the Universe, Carl Laemmle, President, 1600 Broadway, New York.

"How dare you perjure yourself for your husband?" shouts the District Attorney. "By your own confession, this man never loved you—he only married you in a drunken lark. Try to sacrifice yourself in his place and you won't go to the electric chair, where your husband is going—you'll only go to jail!"

That's the "big twist" scene in this new, absorbing, heart-touching Carmel Myers play—a suddenly developed surprise and a great, dramatic crisis that will yank your audience right out to the edge of their seats.

Book this sure. It gives you the whole reason why people love moving pictures.

Carmel Myers

in

"WHO WILL MARRY ME"

Book thru your nearest Universal Exchange, or communicate with the UNIVERSAL FILM MFG. CO., Largest Film Mfg. Co. in the Universe, Carl Laemmle, President, 1600 Broadway, New York.

First Choice of America's first run Houses

LYONS MORAN

STAR COMEDIES

LATEST
RELEASE

"Sing, Rosa, Sing!"

BOOK THRU NEAREST UNIVERSAL EXCHANGE OR
UNIVERSAL FILM MANUFACTURING Co.
CARL LAEMMLE, President
1600 BROADWAY, N.Y.

Priscilla Dean

The Exquisite

WHAT makes a picture popular? The unexpected—the startling. A tingling moment of suspense. A delicious thrill. A gulp. A laugh. A good love scene. They're all here in this absorbing Priscilla Dean Universal Special Attraction and its name is—

"KISS or KILL"

Book it to-day thru
ANY UNIVERSAL EXCHANGE.

In this paradise of health and peace it seemed impossible there could be a serpent

Mrs. Charlie Chaplin

MILDRED HARRIS

in

Lois Weber's

Great Heart Picture

"When A Girl Loves"

JEWEL PRODUCTIONS

INCORPORATED

Executive Offices, 1600 Broadway, New York City

To Miss Mae Murray

MARCUS LOEW
1493 BROADWAY
NEW YORK

Dec. 20, 1918.

My dear Miss Murray:

I have just returned from a western tour and in going over the daily statements, I was agreeably surprised at the remarkable business of the picture "Danger, Go Slow", (in which you were starred) had done on our Circuit.

I sincerely hope that we will play many more of your pictures and that the business will continue the same as your last one.

Wishing you a Merry Christmas and a happy and prosperous New Year,

I remain,

Sincerely yours,

Marcus Loew

Miss Mae Murray,
Claridge Hotel,
New York City.

from

NOTE

"DANGER GO SLOW"

is a Universal Special Attraction and may be booked thru your nearest Universal Exchange or UNIVERSAL FILM MFG. CO.

1600 Broadway, N.Y.
Carl Laemmle, Pres.

Marcus Loew

Mrs. Charlie Chaplin

Mildred Harris · in

"Borrowed Clothes"

"No limited review can do justice to the fine shadings, the subtle character developments, the razor-keen revelations of life in this magnificently human photoplay.

"This, it seems to me, is the most human thing Miss Weber has ever done.

"From start to finish, it is life!"

Lois Weber's Production de Luxe

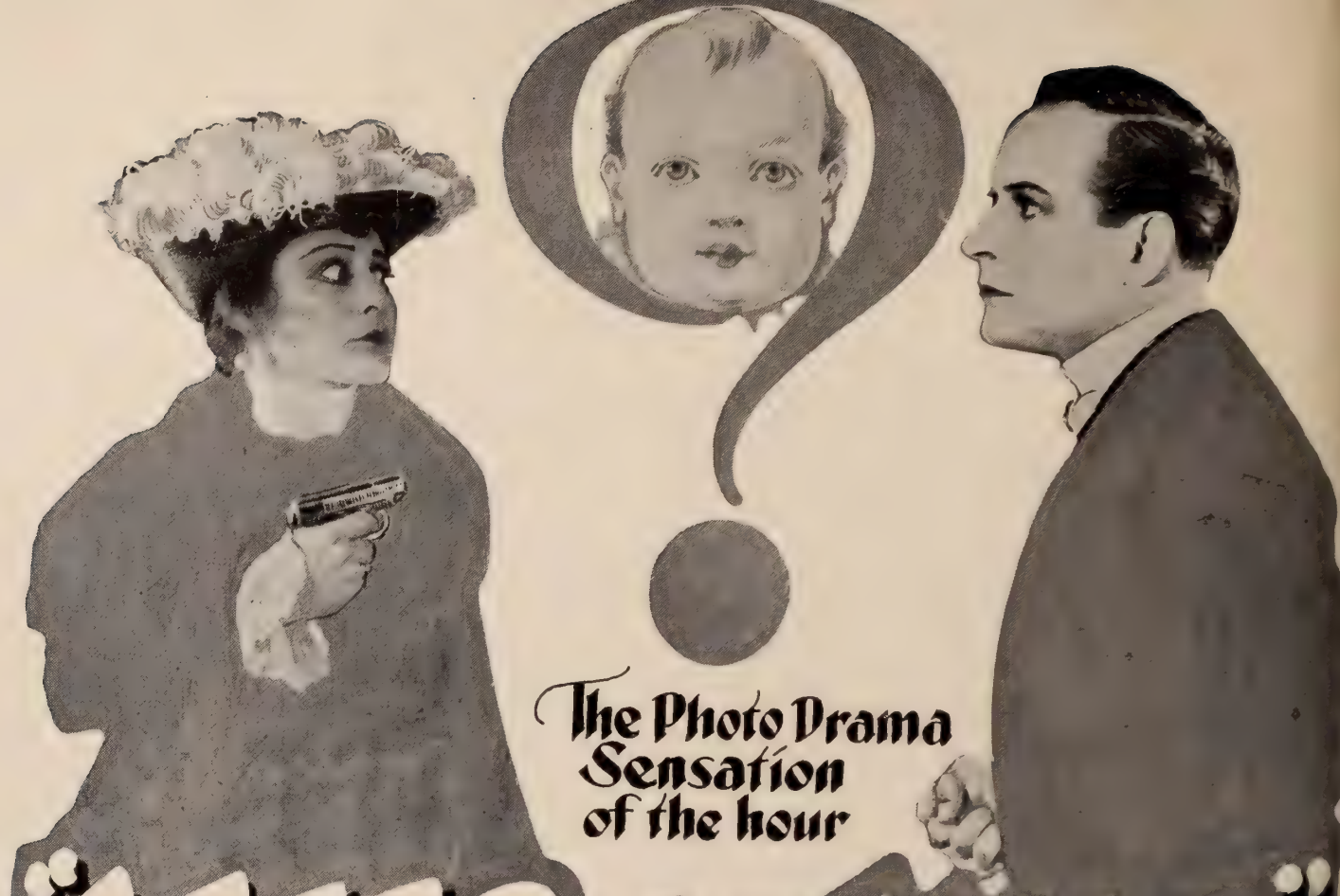
Read what Julian Johnson says in 'Photoplay Magazine'

JEWEL

The MOVING PICTURE WEEKLY

Vol. 7. No. 24

February 1st 1919



The Photo Drama Sensation of the hour

"AFTER THE WAR"

IF you don't know the tremendous man-and-wife situation that is today appalling the whole of Europe, your audiences know it,—and you won't have to do much more than announce this picture to fill your house. We bought it from the Argosy Film Company because we know it will make good for you. See it at once—sure.

Book thru your nearest Universal Exchange, or communicate with the UNIVERSAL FILM MFG. CO., Largest Film Mfg. Co. in the Universe, Carl Laemmle, Pres., 1600 Broadway, New York.

UNIVERSAL SPECIAL ATTRACTIONS

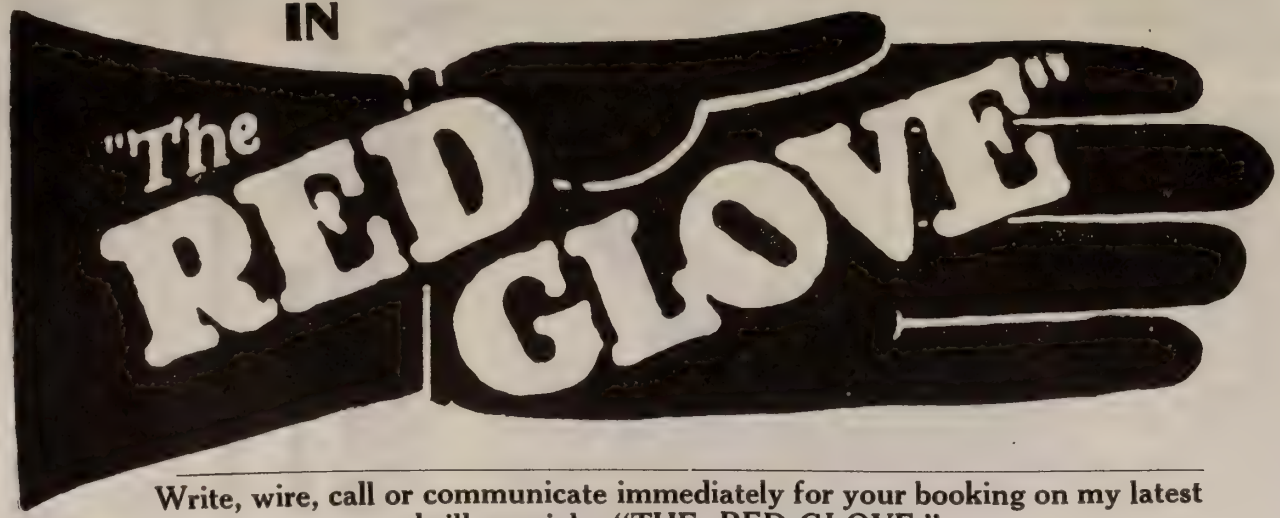
-imagine it!
-more than
10,000,000
The daily circulation of the newspapers in which publicity and advertising is appearing on HEARST NEWS—Universal Current Events and Screen Magazine, totals more than 10,000,000 daily.
You can't imagine that. Nobody can, Not even an experienced newspaper man. Stacked flat, these newspapers would reach higher than the Woolworth Building. More publicity and more advertising than ever was heretofore dreamed of for news reels. YOU GET THE VALUE OF THIS TREMENDOUS CAMPAIGN without cost if you show the—
HEARST NEWS
UNIVERSAL
CURRENT EVENTS
SCREEN TELEGRAM
All the world's biggest news FIRST, gathered by a force exceeding any organization by miles. The biggest, best and most powerful weekly money-getter for every theatre, large or small. WATCH FOR OUR NEXT WEEK'S AD, which will enlighten you on a great big new feature to be incorporated into the Hearst News. Growing bigger every minute. More theatres now showing the Big Three than ever showed any news reel in the history of the picture business. Book now.
Book through your nearest Universal Exchange or communicate with the Universal Film Manufacturing Co., largest film manufacturing company in the universe; Carl Laemmle, president; 1600 Broadway, New York

"I am coming to play

"I am coming to play capacity in your house for 18 straight weeks"

MARIE WALCAMP

IN



Write, wire, call or communicate immediately for your booking on my latest thriller serial—"THE RED GLOVE."

I had a hand in picking the story, and when I chose "THE RED GLOVE," based on Douglas Grant's big popular novel—"The Fifth Ace"—the Officials of the Universal and several big Exhibitors who read the story wired their congratulations on my selection. They all said—"It's a peach and no mistake."

It's exactly the kind of a story that makes a great serial, for it has every big element that "gets over" with the fans in whirlwind style.

I've seen the huge newspaper display advertising and publicity campaign all complete, and it's the biggest I've ever seen for any serial. Get a copy of the big campaign book and look it thru. 'Twill give you some idea of how big a winner "THE RED GLOVE" is going to be. Waste no time. Wire for your booking immediately and play safe.

Cordially yours,

MARIE WALCAMP.

TO BE RELEASED THRU ALL UNIVERSAL EXCHANGES.

Who will marry me?

HERE she stands, with that wondrously appealing look in her face that has made every audience her willing slaves ever since she made her first big success in "My Unmarried Wife."

CARMEL MYERS

in a perfectly delightful, clean, wholesome, lovable picture of a little Italian girl from the slums, who is married in a prank by a "good sport" millionaire. Their only trouble is—she loves him! And that wonderful love brings about a big twist in the last reel that will make every one in your audience gasp with surprise and excitement. Don't fail to show this picture. It's a genuine peach, and you'll double your profits if you play it 2, 3 or 4 days.

RELEASED THRU ALL UNIVERSAL EXCHANGES.

Harrison Says :

"The Heart of Humanity" should live forever ; it should give as good satisfaction ten years from now as it will today."

(Copied from P. S. Harrison's review of "The Heart of Humanity" in the Motion Picture News.)

DON'T be afraid to book this picture, whatever your personal opinion of war subjects may be; if you miss it, you will lose a good bet. If there ever was a picture made that would come near pleasing 100 per cent of the audiences, this is surely the one. It is a picture which, like "The Birth of a Nation," should live forever; it should give as good a satisfaction ten years from now as it will today, because of the tremendous power it exerts upon the human sympathies. While an exhibitor, I have known people to attend one performance every day when "The Birth of a Nation" was shown, return engagements included; many a picture-goer will undoubtedly do the same thing on "The Heart of Humanity."

Love of mother and sons, wife and husband, woman and orphaned children; love of country, and almost every element of the better side of human life that is known to exist and that appeals to the deeper emotions, has been interwoven in the plot.

Being a Canadian story, it should find excellent reception in Great Britain and all her possessions. In view of the agitation that has been aroused by some over-ardent Canadian patriots right now, the prints that are to be sent there have been so edited as to exclude any possibility of any objection whatever.

On account of the falling low in quality of the regular program offerings, this attraction should be welcomed by every one of you; but it deserves longer runs, as the longer it is played, the larger the crowds will grow. It is one of those that will make people go out of their way to praise it; it also offers a chance for raising the prices.

P. S. HARRISON, in Motion Picture News.

The Proven Successful Way to Advertise

"THE HEART OF HUMANITY"

By the Broadway Theater Advertiser, New York City

The real proof and acid test of the bigness of any picture is "what those who pay to see it" say of it. The TRUTH, no matter where it hits or how it affects, is the only way to arrive at an honest and genuine verdict of whether a picture is deserving of public patronage, or whether in order to win public support, it must be camouflaged to death and press agented beyond the pale of truth just to get the money.

I say this just to get you squared away with this fact, i. e., that "The Heart of Humanity" is the truly big picture of the year, and that it isn't and wasn't necessary for the producers in their newspaper or other advertising to boost it. It boosted itself, and is boosting itself, because the picture is "there."

When a picture is really and truly "there" it wins whether it's boosted or not. All you have to do is let the people know you've got it to show, and it will get the money for you in spite of everything. That's the identical principle we used in advertising "The Heart of Humanity" in the New York newspapers during its run at The Broadway Theatre.

We didn't smear it with descriptive adjectives—we didn't fall all over ourselves, boosting it and shouting like the average theatrical agent would have done with such a big production.

RIGHT-ABOUT-FACE-POLICY.

We just went about it quietly, conservatively, honestly, telling New Yorkers exactly what we had to show them. We couldn't adequately describe our picture, even if we wanted to, for it is so big that to use the words necessary to describe it in proportion to the press "bull" used on almost every feature picture, we'd have to hire a chorus of strong-lunged ballyhoo artists to make the people truly appreciate what we had, so we just made a "right-about-face-policy" on "The Heart of Humanity," and instead of saying anything ourselves about our picture, we decided to stand or fall by the judgment of the public. The Universal believes in truth in advertising, appreciating that if you give the public the goods of quality precisely as advertised, you'll win, and if you haven't the goods, and only bluffing, you'll have to bunk and fake the public with huge advertising spaces to keep them coming. So we kept our own ideas of the bigness of "The Heart of Humanity" in the background, using nothing but the words from the New York dramatic critics, New York newspapers, motion picture trade papers, general press and the people themselves.

HOW YOU CAN DO IT.

Did this policy of truthfulness win? Read some of the statements her appended from people who saw this picture. Read a few of the statements made by critics, newspapers, trade press and press in general, and figure yourself whether this kind of advertising wins. And that's precisely what we advise you to do in your locality. To begin with, as you have no criticism from your local people without first showing the production, you should use some of the criticisms of the critics, newspapers, trade press, general press and public said of "The Heart of Humanity" in New York during its sensational run of five weeks. On your opening night, or first two nights, pass around slips of paper among your patrons at each performance and have printed on these slips this matter:

(*See next page.*)

"What do you Think of this Picture?"

*Name*_____

*Address*_____

(*Continued from preceding page.*)

HAVE these slips on decent paper and have your ushers and others in the house see that everyone is supplied with pencil or stub of a pencil, all sharpened and ready to use instantly without delay.

Allow a space of time after the first overture or before the beginning of the picture for someone to make an announcement from your platform that slips of paper will be passed among the audience and, as a special request and a great favor to the management, will each person be kind enough to write his or her opinion of "The Heart of Humanity" on the slip, after which these slips will be collected at the door. Explain that you are keenly desirous of knowing just what your audience thinks of this picture, and that your patrons should give their opinions freely and candidly.

If it's a bad picture we want to know it, and if it's a good picture we want to know it, too, etc., etc. By the method and manner in which this announcement is made depends a great deal what kind of answers you'll get on these slips.

Then, after you get these answers, publish them in your local newspapers and in your advertising, and WATCH THE CROWDS COME.

No power on earth will draw as big as statements used in your own newspapers by people from your own city. They're worth all the strong arm adjectives of ten dozen advertising writers, first because these statements come directly from the very hearts of the people; they are real, genuine, honest—that's what makes them valuable as advertising power. People believe what they hear from the mouths of fellow citizens or in print.

They feel that they are taking no chances in going to see a picture advertised by their own people as really big.

Thus the getting of these expressions from your local people (the more prominent the better), and using these statements in all your advertising, newspapers, billboards, snipes, cards, everywhere is of tremendous importance, really the most important thing of all. Use the criticisms we give you to start off with in advance and then use the criticisms you get after your first showings. Small ads well white-spaced, with such a heading as "The People of Akron Wrote This Ad Themselves for 'The Heart of Humanity' at the ..... theatre, etc.

(*See below.*)

THE PEOPLE

of .....

Wrote This Advertisement On

"The Heart of Humanity"

"GREAT!"—H. C. Fraught, 537 W. 121st St., N. Y.

"Mother and Sons parts exquisite—never better done."—Harold P. Brown, N. Y.

"Carries a wonderful message."—R. L. Morgan, N. Y.

"The most beautiful picture I've ever seen."—Mrs. H. Phillips, 504 W. 122nd St., N. Y.

"GREAT!"—L. Vittabelle, 536 W. 113th St., N. Y.

"WONDERFUL!"—G. Atkins, 606 W. 116th St., N. Y.

"SPLENDID!"—A. J. Nolen, 350 W. 55th St., N. Y.

"WONDERFUL!" — "THRILLING!"—J. Pederson, 70 Morningside Drive, N. Y.

"Greatest think I've ever seen."—Geo. Keister, 320 Manhattan Ave., N. Y.

"A wonderful picture. You have named it right.—'THE HEART OF HUMANITY.'"—H. G. Bannon, 600 W. 116th St., N. Y.

"The most wonderful picture I've ever seen, and I've seen every big picture ever shown."—J. Weaver, 267 Ainslie St., Brooklyn.

"Extraordinary! Can't be beat. Biggest I've ever seen."—A. A. Ball, 419 W. 119th St., N. Y.

"I think it is marvelous. Couldn't be more perfect."—Mrs. W. Valet, 90 Morningside Ave., N. Y.

"Absolutely wonderful. More beautiful than words can describe. Why aren't there more such great pictures as this?"—Selma G. Hutchinson, 706 Riverside Drive, N. Y.

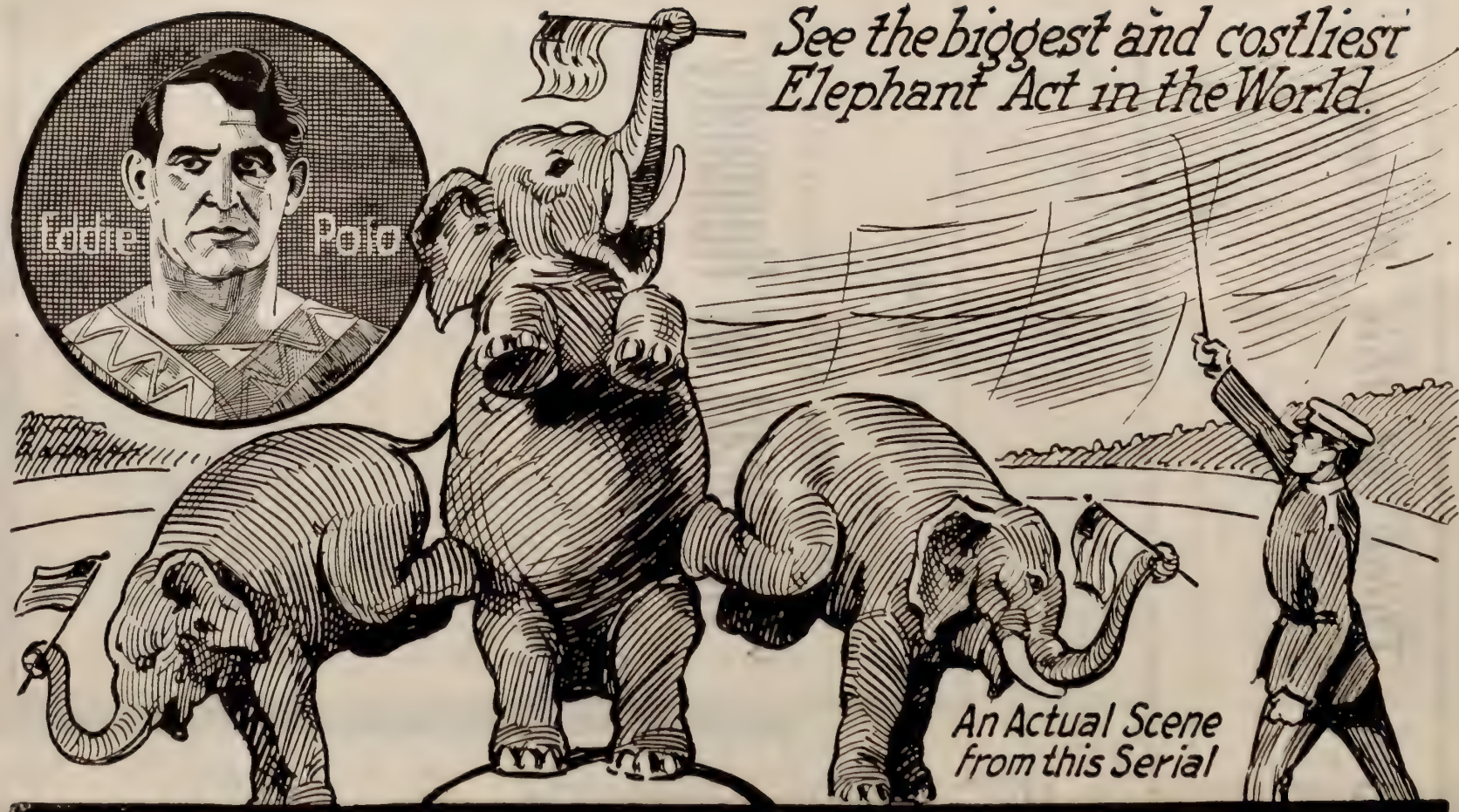
"Splendid! I shall see it again. It thrilled me."—Mrs. Eben H. Veen, 505 W. 143rd St., N. Y.

"WONDERFUL! SPLENDID! I hope you show it, and show it, and show it, till every human being sees it."—S. A. Bush, 430 W. 119th St., N. Y.

"Simply beautiful!" — Catherine Phalon, 151 New School St., Yonkers, N. Y.

"Very good. I shall never forget it."—Dr. Geo. H. Leggett, 133 W. 123rd St., N. Y.

[LYRIC THEATRE NOW]



Eddie Polo in "The Lure of the Circus"

Don't fail to see the greatest Film Shown on Earth

Don't book any serial until

you see with your own eyes, the absolutely sensational stuff in "THE LURE OF THE CIRCUS," featuring Eddie Polo, the proven biggest drawing card of them all, the Star that's packing 'em in where they never would come before.

No serial ever filmed irre-

spective of who made it or whom it stars equals "THE LURE OF THE CIRCUS." Strong statement? Go look at the first, or last, or any other portion of "THE LURE OF THE CIRCUS," and you'll grasp our hand in congratulation for making such serial entertainment that draws the crowds—EVERY WEEK—like magic.

It's sweeping the country

from end to end. Exhibitors who never before booked any kind of a serial are falling all over themselves to book Polo in "THE LURE OF THE CIRCUS." Why? Because it's bringing home the money, really, actually, positively, every week. GO SEE a few episodes. Your eyes CAN'T and WON'T deceive you. That's the test.

Book thru your nearest Universal Exchange, or communicate with the UNIVERSAL FILM MFG. CO., Largest Film Mfg. Co. in the Universe, Carl Laemmle, Pres., 1600 Broadway, New York.

THE MOVING PICTURE WEEKLY
A MAGAZINE FOR MOTION PICTURE EXHIBITORS
Published Weekly by the MOVING PICTURE WEEKLY PUB. CO.
1600 BROADWAY, NEW YORK CITY
PAUL GULICK, *Editor* JOE BRANDT, *Bus. Mgr*
(*Copyright* 1918, *Universal Film Mfg. Co. All Rights Reserved*)
Vol. 7 FEBRUARY 1, 1919 No. 24

Prohibition Coming---We Should Worry!

PROHIBITION is coming sure. However inconvenient it may be for any of us personally, it will be a wonderful thing for exhibitors financially. There is no man with more foresight in the picture business today than Carl Laemmle, President of the Universal Film Manufacturing Company. There are few who can measure their experience by as many years or as many feet of film. It is easy for such a man to go back in the pages of his experience and find a precedent for July 1, 1919.

Ten years ago, the State of Illinois was agitated by the fight to compel local option to become virtual prohibition. Mr. Laemmle was just establishing himself in the film business in Chicago. He had a chain of theatres and was entering the exchange business. He needed a lot more theatres to furnish profitable business for his exchange. He also saw that the fight was going against the liquor interests.

Then came a big inspiration. Acting upon his hunch with characteristic celerity, he sent a letter to every saloonkeeper in Illinois advising every man to turn his saloon into a moving picture house. He told them frankly that the shut-up of the saloons was bound to come and this was their opportunity to make a get-away with all the honors of war and a nice honorable business which would make for happiness instead of misery and had more real entertainment in it than the saloon had ever been able to show.

The result of that letter was that over 200 saloonkeepers took him at his word. They made over their saloons into theatres. Most of the locations were excellent for the purpose. They booked Mr. Laemmle's films and prospered. Some of them are important men in the business today. Incidentally, Mr. Laemmle got his biggest boost by this exhibition of foresight and acumen.

Mr. Laemmle predicts that the prohibition wave will bring lots of driftwood to the moving picture theatres and that it will mean thousands of dollars of additional revenue to exhibitors if they go about attracting this business in a skillful and adoit manner. Incidentally, the Universal exchanges are still able to book a few additional theatres if any rise on the sites of the saloons.

"The certainty of prohibition, nation-wide and actual, instead of theoretical, comes as an extremely welcome proposition to the moving picture people," said Mr. Laemmle. "We were recovering well from the war and the influenza, and now we are to obtain the reward of those who have suffered. There is no question that the closing of the saloons will increase patronage at moving picture theatres. Men seek amusement when the day's work is done. Many now find it in the saloon and in the companionship which they find in the saloon. When the saloons close on July 1 they will naturally go to the Movies. It is the poor man's universal amusement. And the best part of the prospect is that this same man who formerly went to the saloon to spend his evening and fifty cents will now be able with the same money to take his whole family to a place where they will all be amused and instructed.

"My advice to exhibitors is to get after the patron of the saloon and his family. Make a movie fan of him at once while he is trying to decide where to spend his spare time. When you get him you'll wonder why you did not have him all the time."

Other men who think along lines similar to Mr. Laemmle are S. L. Rothapfel, former manager of the Strand, Rialto and Rivoli theatres in New York City, and S. H. Meinhold, manager of the Loew string of theatres in New York. In an interview in the New York Times they express themselves as follows:

"The motion picture managers have every reason to look forward most happily to country-wide prohibition," said Mr. Rothapfel. "It is plainly true that wherever other places of entertainment are closed the motion picture theatre profits; and this is especially the case in the matter of the saloon. There is no question in my mind that prohibition will be a great help to the motion picture business. As a matter of fact, many people who are in the liquor business at present are getting out of it and going into the movies instead. The liquor business is absolutely dead. And the big future of the motion picture is being made all the bigger by prohibition.

"As to the good effect it will have on our business, it has been true always that the motion picture has been the great foe of the saloon. This has been particularly noticeable in small towns, where, prior to the inauguration of the movie theatre, there was not much to do for entertainment, and the saloon had things pretty much its own way. With the coming of the motion picture, which offers clean and wholesome amusement to the whole family for the price of a man's evening drinks, many men have been quick to choose the better entertainment, and to take their families along with them.

"You see," he added, "the motion picture theatre goes to the small town. And I know what the situation in such places is, because I've been in the saloon business in a small town myself."

"We certainly welcome prohibition," was the pronouncement of S. H. Meinhold, manager of Loew's theatres in New York City, when the question was put to him. "There is not a particle of doubt that it will have a big effect on the motion picture theatres; it should make a lot of difference to our business.

"The motion picture theatre is the only rival to the saloon as a cheap place of entertainment. It is the only place where a man can be amused for a long time at the same price that he pays for drinks—or less. That is what has made the motion picture theatre the great rival to the saloon everywhere, and that is why, with the closing of the saloons, we look for a great increase in the motion picture business. Men will seek amusement, and the motion picture theatre will be the natural place to seek it.

"Of course it stands to reason, too, that the class of people who now frequent the saloons are going to get a lot of education through going to the movies instead. It will improve the community. And I might add here, what is an interesting point—that the average person who frequents the saloon is an entirely different character when he goes to the theatre."

MAKE-UP

By MONROE SALISBURY

WHY make up at all?

That is the question I sometimes ask myself when I am in receipt of requests for pictures taken in the process of making up. To these importunations I have but one answer: to see me making up is to see me as I am, for to me the make-up box and pencils have little significance.

It is my contention that it is not the make-up box that reflects character. It is the inner feelings which constitute the real and only make-up.

An actor therefore should not register his emotions through a mask of make-up. A visage put on is hardly a histrionic unit in itself. Some actors make up to express required emotions. For my part I refuse to play "technically." When I am an Indian, I am an Indian inside. When I play the role of an Italian I first feel what I am trying to express. Now I am playing a pirate role. Do I experience all the sensations of a buccaneer while I portray the role? Indeed, when I am "en costume" I am as apt to steal you as not, should you happen to be on my "set." The only make-up I use in this production is a little beard, and that is the only one other than the usual coloring to darken the countenance. This I generally employ for the types I play are brunette ones. But that is not all there is to my impersonation. My every feeling is a make-up. For the time being I have changed myself into a pirate for the devices of the cinema. What I feel shows on my face—there is the secret of my make-up.

In "The Light of Victory," the latest of my Universal releases, I have a scene in which I am supposed to be drunk. Do I use the pencil to line my face, the paint box for color? No indeed! I feel drunk! And the sensations that are within me are the expressions of the surface. There is no disguise but the internal.

You've seen it yourself. Haven't you often said to a friend, "How happy you look to-day," or then again, "What a morose look you wear?" It is the outward reflection of the inner spirit that shines or lowers on the countenance. Do you think the make-up box could have produced the same result?

I told all this to a fellow actor recently and he said, "That's all right for you, Monroe, you may get away with it."

I insist that if one can't "get away with it" he isn't an actor. Character lies not in cold cream, nor in grease paint and crepe hair. A man may be a master with the make-up box but will that make him an actor? He must have, above all, personality, magnetism and sympathy for his characters.

It is difficult for the extremely young to express the great emotions, for they haven't weathered life enough to have experienced the feelings they attempt to delineate. As a result they give half-hearted characterizations—made up, so to speak.

A fault I find with some of the screen stars of the younger school is that they would rather look well on the screen than act.

I told a young fellow the other day: "That is a splendid performance you gave in your new picture."

He returned grouchily, "Oh, but I didn't look at all well in that story!"

There you have it. There's vanity back of such work, not a desire to entertain nor an attempt to create.

It is that type of actor, who when he tries to portray a character role turns to the make-up box for his camouflage.

A certain amount of make-up is of course necessary. To tone a characterization, for instance, the color pencils and crepe hair are useful. But make-up is the easiest thing in the world to overdo. The make-up box is an ancient standby. The actor who previously used it has but little or no use for it now.

"Make-up" to me means "act up."

KEY TO ILLUSTRATIONS.

1. The illustration at the extreme left of this page shows Monroe Salisbury in the character assumed in "The Winner Takes All," a Bluebird, in which he took the role of a Scotchman upon whom a fatal silence was imposed by his sense of chivalry.

2. The illustration next shows Salisbury in the character he took in "The Eagle," and the headdress which he devised for this photoplay has been handed down in turn to the marauders of "The Red Glove," Marie Walcamp's next serial. Disguise himself as much as he pleases, it is impossible to mistake Salisbury's characteristic mouth and jaw.

3. The center illustration is also from the same play and shows him as he was about to be hung for a crime he did not commit. No need of make-up here.

4. The next illustration shows Salisbury in an extremely familiar characterization. It has been seen in "The Desire of the Moth," "Hands Down," and several other of his characteristic western plays. Make-up had little to do wih this.

5. Wartime must have advanced the expense of a makeup such as this, but Salisbury acquired it before we went into war. He used it in "The Guilt of Silence"—a photoplay with an Alaskan setting and of which a great many wonderful lobby displays have been shown throughout the country.

For Exhibitors of "Who Will Marry Me,"

THE STORY.

(*Copyright, 1918, by Bluebird Photoplays, Inc.*)

JEROME VAN OESTEN, a wealthy New Yorker, jilted by Sylvia Stone, a queen of the follies, takes to drink. He sees a beautiful Italian girl, Rosie Sanguinetti, whose mother would marry her to Antonio Mosconi, a barber. Rosie is fleeing to the Settlement House for help.

Jerry knows Richard Carr, the head worker. He finds Rosie pleading in broken English that Carr find someone to marry her or marry her himself, to save her. Jerry offers to marry her. She accepts. They are wed. Jerry takes her home. He puts her to bed in his room and sleeps elsewhere.

Jerry's aristocratic aunt calls. She convinces Rosie that she does not belong. Rosie writes Jerry a note and goes back home. When Jerry reaches his apartment, Sylvia Stone, now Sylvia Kremer, the girl who jilted him, rushes in. Her husband is a beast and she seeks help. Kremer, who has followed, appears, gun in hand. He knocks his wife down. Putting his gun away he declares he will kill Jerry. Sylvia pulls the gun from her husband's pocket and kills him.

Jerry gives himself up as the murderer to the police. Rosie hears this, goes to the lawyers, and to save Jerry, declares that she had welcomed advances from Kremer, because she believed Jerry still loved Sylvia, and tells the same story in court. Jerry is freed and he comes to realize that the gutter mongrel is a thoroughbred.

PERPETUAL WOP.

CARMEL MYERS threatens to become a spaghetti juggler and drink gallons of "dago red" if she has to play any more Italian roles for Bluebird productions. In "My Unmarried Wife" she played a maid of sunny Italy; she had a similar part in "The Wine Girl" and in "Who Will Marry Me?" her latest play coming to the.....theatre..... she is seen as an Italian-American miss.

Thurston Hall, the masculine lead in support of Carmel Myers in her newest Bluebird, "Who Will Marry Me?" which comes to the ..... theatre ....., was nicknamed "Thirsty" Hall by his studio associates because of the number of times he interrupted the action of the play to go get a drink of water.

Paul Powell, who directed "All Night," a recent Carmel Myers comedy-drama produced by Bluebird, also handled the megaphone on "Who Will Marry Me?" Miss Myers' newest production, which comes to the ..... theatre on .....

Story by Sonya Levien.
Scenario by Fred Myton.
Directed by Paul Powell.

CAST.

Rosie Sanguinetti.....Carmel Myers
Jerome Van Oesten.....Thurston Hall
Karl Kremer.....William Dyer
Sylvia Stone.....Betty Schade
Richard Carr.....Kingsley Benedict
Rosie's Mother.....Marian Skinner
Charlotte Van Oesten
Adelaide Elliott
Antonio Mosconi (Tony the Barber)
Burton Law

LIZZIE REFUSES TO WORK IN A NICKEL FLICKER SHOP

Paul Powell Has "Some Time" in Getting Realism for "Who Will Marry Me?"

PAUL POWELL, Carmel Myers' director, is a stickler for realism.

In "Who Will Marry Me?" the Bluebird star's latest success, a motion picture show was part of the set for a scene in Little Italy. So Powell had a flicker shop erected at the Bluebird west coast studios.

Then he wanted a gum-chewing cashier.

No actress would do for the part; utter realism demanded that he get a real pasteboard peddler from a Los Angeles photoplay palace.

He got one. She was tickled stiff at the idea of playing in pictures, and saw visions of herself as a future Mary Kimball Baraford.

She came gaily on the set, "pleased as Punch," and then paused.

She read the sign "Admission 5 cents."

Then the storm broke.

"Me cashier for a 'jitney jip joint?' Me, the best thirty-cent plugger on Broadway—I guess not!" she raged.

And all the persuasive powers of Paul Powell and his star could not "sell" her the idea that she would not lose caste by appearing in the picture.

"Who Will Marry Me?" has been booked by Manager ..... of the .....theatre for an exclusive showing on.....

CARMEL MYERS TO APPEAR IN "WHO WILL MARRY ME?"

Bluebird Star To Be Supported By Thurston Hall in Strong Feature.

CARMEL MYERS, star of a score of Bluebird photoplay successes, comes to the..... theatre ..... in her latest production, "Who Will Marry Me?"

The star has a role similar to that in "My Unmarried Wife," in which she made her biggest hit. It is that of Rosie Sanguinetti, a little Italian girl of New York's Ghetto.

The story was written by Sonya Levien and put into scenario form by Fred Myton. Paul Powell directed the feature.

Thurston Hall, leading man of several Morosco stage productions, has the principal masculine role, that of Jerry Van Oesten, a wealthy Manhattan clubman who marries Rosie to save her from becoming the bride of an Italian barber she despises. How she later rewards him by saving him from the death chair at the expense of her own good name makes a dramatic climax that is fraught with suspense and human interest.

William Dyer, who will be remembered as the peculiarly philanthropic Westerner in "All Night," plays the part of the heavy in this newest Carmel Myers production.

FOR THE HERALD.

SHE loved her husband better than life itself.

He had married her when her parents had doomed her to become the spouse of the oily barber, who cut hair and shaved Italians at Little Italy's most pretentious tonsorial parlor.

He was a wealthy clubman, she an humble maid of the Ghetto.

In her wedding gown of dowdy cut and garish hue she had run away from her hair-cutting fiance and had rushed into the arms of this handsome stranger. And he married her at the nearest preacher's.

Then came the great shadow in their life.

She found him with a smoking revolver in his hand, and on the floor a man lay dead.

He gave himself up to the police, and it looked like the electric chair would claim him. It seemed there was no hope.

But she concocted a scheme to cheat the death dealing currents of their victim. How? What? Which? When? Where?

To find the answers to these questions be present ..... night when "Who Will Marry Me?" Carmel Myers' latest Bluebird production will be shown here. You all remember this clever star of "My Unmarried Wife," "All Night," "A Society Sensation" and other hits. The Bluebird producers claim this is her best picture since "My Unmarried Wife."

Latest Bluebird Release, with Carmel Myers

AT A GLANCE.

STAR—Carmel Myers.

PREVIOUS SUCCESSES—"My Unmarried Wife," "Sirens of the Sea," "All Night," "A Society Sensation," etc.

DIRECTED BY—Paul Powell.

STORY BY—Sonya Levien.

SCENARIO BY—Fred Myton.

TYPE OF STORY—Comedy drama with melodramatic finish.

LOCALE—New York's Little Italy; fashionable apartment of a wealthy bachelor; a criminal courtroom.

TIME—The present.

CAST INCLUDES—Thurston Hall, well known leading man of Morosco dramatic productions; William Dyer, Betty Schade, Kingsley Benedict, Marian Skinner, Adelaide Elliott, Burton Law.

THUMB-NAIL THEME—The story of a little Italian girl, married by a wealthy bachelor as a drunken lark, who later rewards him by saving him from going to the chair for another's crime, by declaring that the murdered man had been making improper advances to her.

MARRIES GIRL FOR REVENGE AND LEARNS TO LOVE HER

Unusual Story Depicted in "Will You Marry Me?" With Carmel Myers.

JERRY VAN OESTEN, wealthy clubman, married Rosie Sanguinetti in Little Italy one day after an all-night "jag." Jerry was "all lit up like a cathedral" the night before, after having been turned down by Sylvia Stone, a "Follies" girl. When he brought her home to his folks, they raised a terrible howl, and Jerry's aunt made life so unbearable for Rosie that she left.

Sylvia Stone came back to Jerry again. She had married Karl Kremer, but he had turned ou to be a brute. Sylvia asked Jerry for protection. Just then Kremer came in and threatened to kill Jerry. Sylvia pulled the gun from her husband's pocket and killed him. Jerry, to save Sylvia, told the police he was the slayer.

Things looked pretty black for Jerry when Rosie stepped in and procured his acquittal. How? See "Who Will Marry Me?" with Carmel Myers in the role of Rosie at the ..... theatre on.....

GIRL SACRIFICES GOOD NAME TO SAVE LIFE OF HUSBAND

Carmel Myers Has Appealing Role in Latest Bluebird Play, "Who Will Marry Me?"

ROSIE SANGUINETTI didn't want to marry a barber.

Even though she was only a poor, uneducated Italian girl of the slums of New York she couldn't bear going through life the wife of an oily, smelly tonsorial artist, whose bow of gratitude nearly touched the floor when a customer gave him a 10c. tip.

But her family insisted, and dressed her in a wedding gown of dowdy cut and garish hue, and invited their friends in to witness the ceremony and sup of spaghetti and garlic tainted ravioli.

But Rosie escaped by the back door and ran to the Settlement House for help. "Marry me!" she begged the head worker. Jerry Van Oesten, wealthy Gotham clubman heard her plea. He was just recovering from a night of the bowl. and more for a lark than anything else he volunteered to save her from becoming a barber's wife.

After their marriage she tried to make him a loving wife, but somehow she didn't seem to fit in his exclusive coterie of friends. Then came a day when the police found Jerry with a smoking pistol in his hand and a dead man on the floor.

To save another, he confessed to the murder, and the death chair seemed to be holding out to him its tentacle electrodes when Rosie found a way to save him, even though it meant the supreme sacrifice to any good woman, the loss of her good name.

How Rosie worked out the solution that saved her husband's life and proved to him that instead of a mongrel from the gutter she was a real thoroughbred, forms the colossal climax of "Who Will Marry Me?" Carmel Myers' latest Bluebird success, a combination of comedy and melodrama, which will be shown at the ..... theatre .....

ADVERTISING PUNCHES.

1—The fact that this is really the best picture Carmel Myers has made since "My Unmarried Wife."
2—The melodramatic climax in the courtroom, where the little Italian wife assails her own honor to save her husband from the electric chair.
3—The high lights of comedy that are sprinkled all the way through the production.
4—The fact that Thurston Hall, star of several Morosco stage productions, is Miss Myers' leading man.
5—The glimpses of New York's Little Italy, which should be of interest to all non-New Yorkers.

ADVERTISING DISPLAY LINES

He married her as a drunken lark, but he found he had picked a thoroughbred.

She voluntarily put the stain of dishonor on her own name to save her husband from the chair.

His friends said he married a mongrel from the gutter—but when the test came she was all thoroughbred.

Carmel Myers in her most appealing picture since "My Unmarried Wife.

Riverside Drive and the Ghetto joined hands when the wealthy clubman married the maid of Little Italy.

He married her to save her from a barber's love, and she rewarded him by saving his life at the expense of her most treasured possession—her good name.

"He killed Kremer because he was my lover," the little Italian wife lied to save her husband's life.

No sacrifice was too great for the little maid of Little Italy to make for her beloved husband.

When Sylvia of the Follies jilted him he married the Italian girl as a humorous revenge—but he picked a thoroughbred, while the roof show miss turned out a weak sister.

New
From

New "Y" Hut, Battery Park.

C

B

E

B—Walker Hines, New Railroad Administrator.

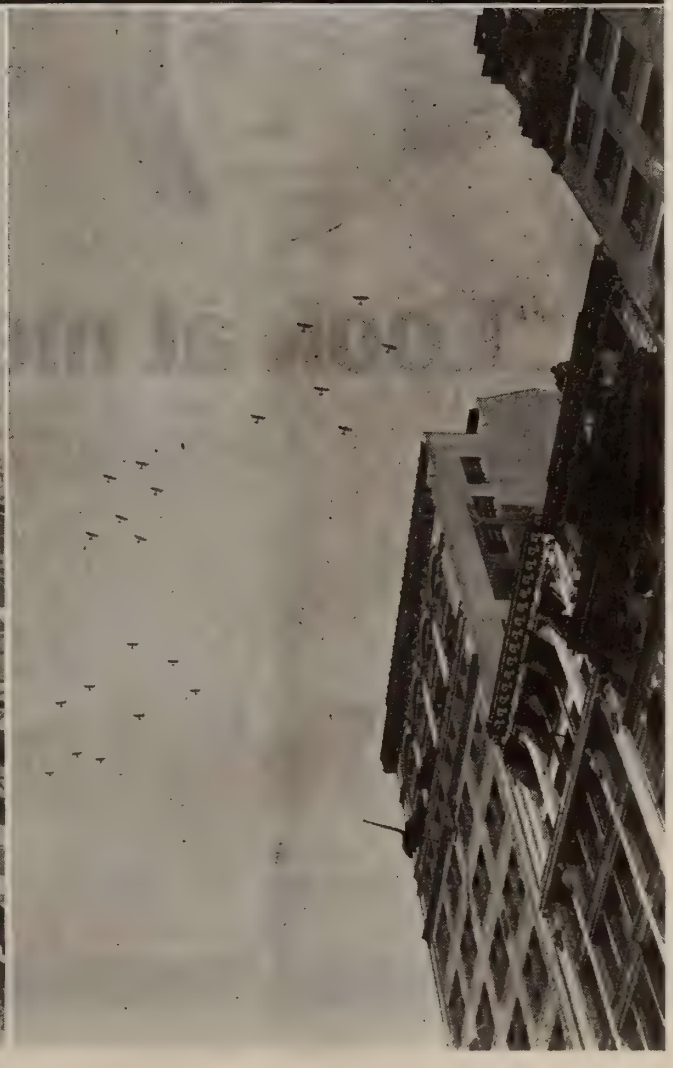
C—Mrs. Vincent Astor, conducting Battery Park "Y" canteen.

D—King George and Marshal Sir Douglas Haig.

E—The new Patrolman's Club on Riverside Drive.

Pictures The News Weeklies

SEEING NEW YORK CITY UP AND DOWN IN HEARST NEWS.



The Red Glove will Get You If Yo

"The Red Glove" was adopted from the splendid western novel, "The Fifth Ace," by Douglas Grant.

Marie Walcamp always cleans up in serial
"The Red Glove" Has it all over any o

"Look at me"—

look at me with a good, long, healthy stare—look at me so you will remember me. I am MARIE WALCAMP, the heroine of that smashing new serial, "THE RED GLOVE," taken from Douglas Grant's thrilling book, "The Fifth Ace." I am the girl that isn't afraid of man or beast. I don't care a whoop about villains or bad men, or gangs, or swells from Broadway. They all look alike to me. I'm the girl that will make you shriek with excitement—grip your seat till your nails get blue—hold your breath till you gasp for air—that's me. I don't care a cuss about anything but giving you the biggest serial photoplay punches you've ever seen—and you get 'em—100 per cent, and then some—in "THE RED GLOVE," now playing at—

{ YOUR THEATRE NAME HERE }

R. G. No. 14

THE time has come to announce a new serial and the Moving Picture Weekly takes pride in holding out to exhibitors the prospect of the most glorious serial they have thus far had the opportunity to book. Marie Walcamp, in "The Red Glove" looks like the biggest serial bet of the year, and here are a few of the reasons why:

In the first place, Miss Walcamp herself has proven through her successive successes in "Liberty," "The Red Ace," and "The Lion's Claws' that she is one of the biggest drawing cards in the photoplay world. The business that her name alone drew to "The Lion's Claws" was phenominal and astonishing even to some exhibitors who knew that as an actress and a daring woman she had few equals: In "The Red Glove" Miss Walcamp has an opportunity unsurpassed in her career, thus far to portray the dare-devil type of drama for which she is noted.

In the second place, "The Red Glove" was a wonderful story in fiction before it was transformed into an eighteen-reel screen drama. In its earlier and literary existence it ran through three large editions as a popular western novel, entitled "The Fifth Ace." It was written by Douglas Grant, a popular and well-known author, and Mr. Grant himself regards it as his best adventure story.

"The Red Glove" will have also the further advantage of having its story completed logically before a single episode of it was filmed. This is an advantage which very few serials have and the continuity of the story very frequently suffers in consequence. Grosset & Dunlap, the well-known book publishers, hearing that "The Fifth Ace" was to be put into screen form, thought so well of the novel that they decided to put out another edition, larger than any of the others under the title of "The Red Glove," with illustrations taken from the film. This book is now in process of printing and every large city will have the advantage of the book story display as an adjunct to their advance advertising of the serial.

Don't Get "THE RED GLOVE"

'The Lion's Claws" was a big winner.--he others.--It is almost ready for release.

"The Red Glove" was directed by J. P. McGowan, pho produced "The Lure of the Circus."

In the third place, the direction of the serial, "The Red Gloves," is in the hands of J. P. McGowan, whose latest success, "The Lure of the Circus," is still sweeping the country. There is no more potent endorsement of a serial director's work than a recent success of the tremendous proportions rolled up by "The Lure of the Circus." On the strength of that success, any exhibitor should feel perfectly confident that "The Red Glove" will be a winner from the standpoint of story and capable direction.

In the fourth place, a mighty strong cast has been engaged to support Miss Walcamp. Pat O'Malley, who broke into the game in the old Biograph days, and has been coming along steadily ever since, plays the leading masculine role in support of the star, that of Kearn Thode, a young mining engineer, whose company has sent him to locate a valuable oil deposit. O'Malley also played in "The Heart of Humanity" and the Priscilla Dean Bluebird, "She Hired a Husband." Alfred Allen, who is known to every follower of Universal features and serials, also plays an important role —that of Gentleman Geoff, father of the heroine, and proprietor of the Blue Chip Saloon. Evelyn Selbie, a character actress, than whom there is none better, plays the role of the old Spanish fortune teller, Tia Juana. Miss Selbie will be remembered for her excellent work in such productions as "The Mysterious Miss M," "The Hand that Rocks the Cradle," "God's Law," and others. The two villains are Thomas G. Lingham and Leon de La Mothe. Thos. Lingham plays the role of Starr Wiley, the agent of the oil company opposing that of Thode's. Mr. Lingham made his first appearance under the Universal banner in "The Lion's Claws," and made good 100 per cent.—that is, in "The Lion's Claws" he was a virtuous character. In "The Red Glove" he will have to make bad 100 per cent., because he is the chief villain. The second villain has heretofore been known under his stage name of Leon Kent. Having accomplished as much wickedness under that name as he felt capable of, he reverted to his inherited name, de LaMothe. Others in the serial are Andrew Waldron, who also played in "The Lion's Claws," and Edgar Allen, a newcomer to Universal ranks.

"The Red Glove" has everything which a serial story is supposed to have and what the original story lacked has been injected by Hope Loring, who wrote the scenario, and J. P. McGowan, who directed it. These two have sworn a solemn oath to put two tremendous punches and a real suspense ending into every one of the eighteen episodes. So well have they succeeded in their work that already they have laid three members of the cast up in the hospital for emergency treatment. This includes the star, Miss Walcamp, who wos painfully but not desperately hurt in a fall from a bucking broncho. She engaged to ride the wicked beast, although he had a reputation which all of the character cowboys feared, to put over a punch in episode 3. The punch went in all right, but Miss Walcamp went out.

A fair skeleton synopsis of the story is appended herewith. Inasmuch as the Moving Picture Weekly only goes to exhibitors, it is not a dangerous thing to include this story in brief, for it is only right for exhibitors to know something of the character of the story and the sequence of events. But as the story eventually will appear it will be filled out with a multiplicity of striking and vivid incidents, daring stunts whch are not even hinted at in this brief synopsis of the action only. As will be observed, the suspense of the story centers in the hidden location of a valuable oil deposit the secret of which is possessed by an old Mexican woman and the legend of which is known among the Mexican Indians as "The Pool of Lost Souls." The Pool is a huge oil deposit and it is guarded by a mysterious valley, open at only one end, and defended by a band of marauders known as The Vultures. This name was derived from the peculiar headdress which the band used in its habitual raids upon the settlers. The headdress consisted of feathers arranged in such a way as to cover the head and face, leaving nothing but the eyes, nose and mouth visible. It is somewhat similar to the headdress used by Monroe Salisbury in a photoplay called "The Eagle."

(*Continued on next page.*)

"What's that?"

—you *think* "THE RED GLOVE" is the biggest serial you've seen in some time. You know darn well it's the most thrilling serial staged in a flock of years. Why, man alive, if you can watch this continued photoplay week after week and not sizzle with thrilling joy, then take it from me, Steve, there's something missing from your 2nd story. "THE RED GLOVE," based on Douglas Grant's amazing story, "The Fifth Ace," is a dyed-in-the-wool corker. Sparkles like wine—dashes with express speed. Say—it's great. Just go see it every week at

{ YOUR THEATRE NAME }

R. G. No. 17

RECKLESS-FEARLESS
MARIE WALCAMP
IN THE
ROMANTIC MYSTERY SERIAL

If you love wild adventure, thrilling rides, hairbreadth escapes—if you love a beautiful love story of a dashing, red-blooded American girl and a young college giant, handsome as an Apollo—if you love romance that grips, makes your blood tingle with excitement—the kind that holds you spell-bound—GO SEE dashing MARIE WALCAMP, heroine of half a dozen serial pictures and idol of millions, in "THE RED GLOVE," based on Douglas Grant's thrilling story, "The Fifth Ace," now playing every week at—

{ YOUR THEATRE NAME HERE }

FROM THE AMAZING STORY "THE FIFTH ACE" BY DOUGLAS GRANT

R. G. No. 16

HERE'S THE STORY.

THE Matzimar Oil Company of Los Angeles are bitter rivals of Larkin Oil interests. Both companies have interests in Limasito, a town in an unsettled corner of the southwest. Each company is endeavoring to control the oil situation of that district.

The Story in Brief of "

They both hear the local legend of the "Pool of Lost Souls"—a mysterious pool which from their geological knowledge they know that, if true, there must be vast oil deposits there. They realize that the firm which locates this pool will control the oil situation. The Matzimar Oil Company send Starr Wiley, one of their heads and largest stockholders, to Limasito to try and locate the pool. The Larkin interests send their field engineer, Kearne Thode, to Limasito with a like object in view.

The leading man in Limasito is "Gentleman Geoff," owner of the "Blue Chip," a relic of Limasito pioneer days, when a stout oak door was needed insurance against robbery and murder, and which he now uses as the center of Limasito business and social activities. Gentleman Geoff lives at the Blue Chip with his daughter Billie, a lovable girl, whose motto is "Fair Play," and who has never been known to desert a friend or forgive an enemy.

Starr Wiley and Kearn Thode are both attracted to this winsome girl. Billie takes an instinctive dislike to Wiley, but falls in love with Thode.

Wiley attempts to hamper the Larkin interests in every way possible. But he is checkmated on many occasions by Billie's ready wit, sometimes at the risk of her life.

Wiley secretly enlists the help of the "Vulture" and his band of vultures, so named from their peculiar style of headdress, and whose retreat is in a mysterious hidden valley accessible only by secret entrance. The Vulture feels safe in his retreat, for the only person he has fear of is the sheriff, "Magpie Simpkins," who is wellknown to be "weak in the knees and strong in the bluff."

Wiley and Thode discover that the location of the "pool of lost souls" is known to Tia Juana, an old Spanish woman, with mystic powers, who lives with her grandson Jose, on the outskirts of Limasito. Tia Juana is a protege of Billie's, and explains to her the mystery of the pool but withholds the secret of its location.

Wiley, defeated by Billie in his attempts to extract the location of the pool from Tia Juana and Jose, orders the Vulture to make her a prisoner. Tia Juana, warned of approaching danger by her mystic powers, with Billie's aid escapes with Jose to Limasito.

The Vulture, bent on capturing her, threatens to raze the town unless Tia Juana is delivered to him. Gentleman Geoff and Billie refuse and the people of Limasito seek refuge in the Blue Chip, and Geoff and Billie head the defense against the Vultures.

The Vulture almost succeeds in his object, but again is defeated by Billie's resourcefulness and courage. Gentleman Geoff, however, gives up his life in defense of his home.

On his death-bed, Geoff confesses to Thode that Billie is not his daughter, and asks him to care for her. Thode promises to do so, and Geoff tells him another secret, his real name. He leaves a fortune of $200,000 to Billie.

Billie discovers from Tia Juana that Wiley instigated the raid on Blue Chip which caused the death of her father. She swears vengeance against him, declaring that somewhere, somehow, she will ruin him body and soul.

Geoff's confession is born out by the arrival of Mr. North. A Los Angeles lawyer who tells Billie that he has proof that she is the granddaughter of Giles Murdaugh, noted financier, who had quarreled with Billie's real father over his marriage, but on his death-bed had regretted his action and left his millions to Billie, on condition that she take up her home in Los Angeles with his niece, Mrs. Halstead, a society leader, and submit to being trained befitting her new station in life. Failing this, the fortune was to revert to Angelica, Mrs. Halstead's daughter. Billie refuses to accept, until she finds out that Wiley has disappeared and is on intimate terms with the Halsteads. In the hope of tracing him she accepts.

Tia Juana has promised Billie to show her the location of the Pool of Lost Souls. Billie, before leaving, goes to her, and finds she has been kidnapped by the Vulture. In two stirring episodes, Billie obtains access to the mysterious hidden valley, rescues Tia Juana as she is about to disclose her secret to the Vulture, and escapes with her. She hunts for Thode, to warn him, but Thode has vanished. Thode is lying unconscious in Tia Juana's cabin, where he has been felled to the ground by Wiley, just as he has discovered from the map the location of the pool. Wiley obtains the map.

Billie, taking with her Tia Juana and Jose, accompanies Mr. North to Los Angeles. Wiley hears of their escape and tries to prevent their reaching Los Angeles, but fails. Billie is received with some doubts by the Halsteads, who are upset over her unconventional method. Angelica hates her, blaming her for the loss of the Miles Murdaugh fortune. Wiley discovers the Pool of Lost Souls and finds that the owner has recently sold to

"The Red Glove"

Tia Juana. He realizes that Tia Juana must have received financial aid from Billie and starts out in search of Tia Juana. Wiley has previously made love to Angelica on account of the certainty that she would obtain the Miles fortune. Now that Billie has turned up, his ardor cools. Billie, discovering that his object in returning to Los Angeles is to find Tia Juana, hides her and Jose. Wiley is foiled in his attempt to discover them, and threatens Billie that unless she hands them over to him he will denounce her as an imposter, of which he has proof.

Thode, having recovered, returns to

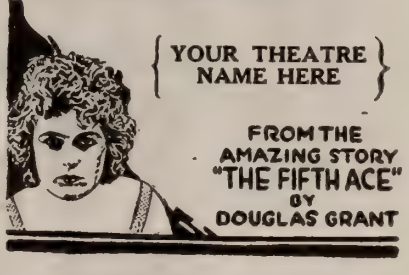
(*Continued on page 27.*)

RECKLESS - FEARLESS
MARIE WALCAMP
IN THE
ROMANTIC MYSTERY SERIAL
"The RED GLOVE"
FROM THE AMAZING STORY
"The FIFTH ACE"
by DOUGLAS GRANT
Lying unconscious in a burning automobile, after being brutally attacked, and rescued in the very nick of time by her sweetheart, is but one of the many tremendous thrills in "THE RED GLOVE."
You'll glow with excitement—you'll revel in the marvelous adventures of dazzling MARIE WALCAMP, idol of millions of fans. Picture the most delightful serial you've ever enjoyed on the screen, and then multiply it by two and you'll have the great story of "THE RED GLOVE."
We announce it as a special serial. Special in every way, and especially fine, because it's for everyone of every age. The serial for the whole family. Bring them all. Now playing at
YOUR THEATRE NAME HERE

R. G. No. 13

Featuring
RECKLESS-FEARLESS
MARIE WALCAMP
IN THE
ROMANTIC MYSTERY SERIAL

Picture in your mind, if you can, the exact and ideal kind of a serial photoplay you love best—and you'll have "THE RED GLOVE," starring the idol of millions—dashing, fearless MARIE WALCAMP in the enchanting story based on Douglas Grant's thrilling book—"The Fifth Ace." Maybe you've read the book—maybe you haven't—either way you'll get the supreme serial photoplay entertainment in "THE RED GLOVE." See it this week and every week at—



R. G. No. 15

"THE WILDCAT OF PARIS"

A UNIVERSAL SPECIAL ATTRACTION
AND AN UNQUALIFIED SUCCESS ///

Book thru your nearest Universal Exchange, or communicate with the UNIVERSAL FILM MFG. CO., Carl Laemmle, Pres., 1600 Broadway, New York.

EVEN
The Critics

are waking up on the subject of PRISCILLA DEAN. True to every tradition, the experts wait till the public has made up its mind—then they tell us that MISS PRISCILLA DEAN 's a wonder—and a new kind of a wonder.

Folks! We've known that for a year or more. And we've been telling you. And now comes an appreciation of this amazing young actress that hits the nail smack on the head. Meantime, PRISCILLA DEAN played to nearly $600 first night at the ROYAL in St. Louis, and is setting the old town by the ears.

Says the ST. LOUIS STAR: "Priscilla Dean is a different type of artist—a type which few, with the exception of NAZIMOVA, have become."

More of this next week. Meantime, grab this picture!

HARRY CAREY in
THE UNIVERSAL SPECIAL ATTRACTION
"Roped"

HARRY

The One Portrayer of Western Character Parts—who Can't Be Imitated

Human Stuff—That's Why!

THERE isn't anyone in pictures quite like HARRY CAREY—simply because he *can't be imitated.* There are mighty few actors who are so *unaffected,* so *real* in every look and move and gesture, so *likeable* in every whimsical, understandable, *human* action.

Now you know why his audiences love him. Because they can *see* him think. Because he's one of them and they're right with him *all the time.* Because he's *human* and they *understand him.*

Let the solemn Law lay its ponderous hand on Harry's shoulder and out comes the old sack of "Bull" and the cigarette papers and you see Harry begin to think. And right away you hear the laughs, the deepchested chuckles of joy begin, too—because they know perfectly well that their old pal Harry will pull some outrageous trick and make his getaway just in time to outwit and outfight the villain and get his girl back again right where she ought to be.

Down on your luck, are you? Go see HARRY CAREY! Is the cold unfeeling world against you? Go see HARRY fight it. In love, poor cuss? Go see how HARRY wins his girl. Whenever you want a laugh, a gulp, a thrill and a peach of love story—whenever you want *just human stuff*—go see HARRY CAREY—the best of all Western character actors before the public today.

CAREY

in

"Roped"

A UNIVERSAL SPECIAL ATTRACTION

All our advertising of UNIVERSAL SPECIAL ATTRACTIONS has but one purpose...to get you to see the picture. Because if you actually see any UNIVERSAL SPECIAL ATTRACTION you will thereafter know your surest way to make money and please your patrons. Go see at least one of the following proven successes today.

MAE MURRAY
"The Bride's Awakening"
"Danger - Go Slow"

DOROTHY PHILLIPS
"The Talk of the Town"

PRISCILLA DEAN
"Kiss or Kill"
"The Wildcat of Paris"

"AFTER THE WAR"

The first picture so far produced that dramatizes the tremendous husband-and-wife situation now confronting and appalling the whole of Europe. Splendidly acted, magnificently staged. See it without fail.

Book thru your nearest Universal Exchange, -or
UNIVERSAL FILM MFG. CO. 1600 Broadway, N.Y.
Carl Laemmle, President

"KISS or KILL"

SAYS the CHICAGO EVENING POST: "Priscilla Dean is a newcomer who is forging her way ahead with each new picture she plays in. 'KISS OR KILL' is meant to thrill and mystify, and it does so, from the first scene to the last."

It's hard to say which has made the bigger hit—Priscilla Dean or the picture itself—but that's the way it ought to be anyhow. Play it now—then show her in "The Wildcat of Paris"—her second wonderful Universal Special Attraction.

UNIVERSAL SPECIAL ATTRACTION

Book thru your nearest Universal Exchange, or communicate with the UNIVERSAL FILM MFG. COMPANY, Carl Laemmle, President, 1600 Broadway, New York.

P.S.—Pricilla Dean is the BIGGEST new star now before the public. Book all her pictures.

PRISCILLA DEAN

"Pictures In This Class Are Rarity These Days"

Says Harrison *about*

"THE GAME'S UP"

GOOD pictures, as this one is, are at a premium nowadays; and it takes, I presume, a good deal of hunting on your part to find them. If this one chances to fall to your lot, it should please you greatly.

"The Game's Up" is full of clean and wholesome entertainment from start to finish; and what is more, it is suitable for any theatre, whether catering to the high or to the low-brows. All the picture requires is a patron with ability to laugh; it will do the rest.

This attraction belongs to the farce class, where the complicated situations, when intelligently arranged and directed, seldom, if ever, fail to prove a source of enjoyment.

The plot is built around a heroine who pretends to her friend she is wealthy and owns an automobile and knows the best people of the town; how she is able to meet the situation and prove her word has been treated extensively in an advance review.

P. S. HARRISON,
Motion Picture News.

How Burks Starts Serials

Universal Exchange, Kansas City, Mo. January 9, 1919.

DEAR SIR:—

As you have often asked what I think of serials, I think my experience in serials will give you a fair idea of what I think. The facts follow:

Prior to March 26, 1917, my experience in theatre business was as a spectator only. On above date I bought the theatre of which I am now owner, and started out to get my experience. My predecessor had run this theatre four and one-half years and informed me that serials did not pay, so I was a hard one to handle on serials. I decided to book Eddie Polo in "The Bull's Eye," which I did in February, 1918.

I believed then, and believe now more than ever, that the best way to start a serial is to be frank with the public—that is, let your patrons be your best advertisements, viz., advertise plenty without spending a fortune. My way is to advertise in my daily paper, and give a big free show to my patrons matinee and night of the day I start my serial.

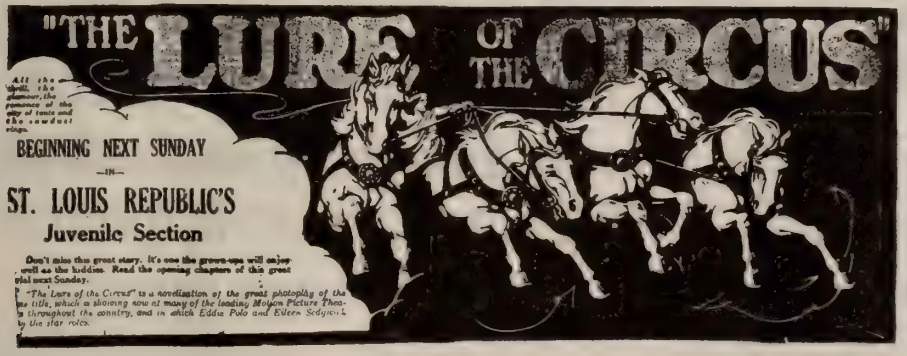
Does it pay? Listen! Before I started serials, Monday was my poorest day in the week, not making expenses, but from the second episode of "The Bull's Eye" my business increased from $40 to $45 each Monday, so I say it pays.

Serials if properly started make the exhibitors more money than any other pictures he can run. Further, I will say, if an exhibitor is too lazy to push his business every day in the year, then he need not expect serials or anything else to pull for long.

Thanking you for the interest the Universal has always shown in the exhibitors' welfare, I am,

JOHN BURKS,
Mgr. Electric Theatre, Independence, Mo.

All Right John Burks, if you made good with "THE BULL'S EYE."--Take a shot at Eddie Polo in



And Clean Up Good

"LURE" Smashed Box Office

Universal Film Exchanges, Inc., January 13, 1919.
63 E. Elizabeth Street, Detroit, Michigan.

Gentlemen:

So that other exhibitors may know the success I met with on "The Lure of the Circus," I want to go on record stating that today we showed the first episode. The crowd at our theatre was so great that they stood for hours waiting to get in and in addition, broke down my box office.

The loss of the box office ordinarily would mean a loss to me but I am very glad to say that the receipts warranted my getting a new box office, therefore I take it upon myself to say that "The Lure of the Circus," is by far the greatest attraction that has ever appeared in my house.

Yours very truly,

WARREN THEATRE,

Fred. R. Rumler, Manager,

Detroit, Michigan.

THE words "smashing box office records" are very familiar in the business of advertising pictures. There are but two instances so far as the writer knows where box offices themselves have been smashed in the enthusiasm over even a serial. This is one of them. The other occurred while this same record smashing Eddie Polo was in New York and tried to get into a theatre on Rivington Street. In their rush to see the star, the crowd pushed box office, cash, ticket seller and all two whole blocks away from the theatre.

MAE MURRAY

Is there anything else that has the same flavor as cinnamon? No, and there isn't an actress on the screen quite like Mae Murray.

MARY MAC LAREN

They call her "The American Beauty of the Screen," and if you think they're wrong about it look at her picture.

"DANGER—GO SLOW"

is a typical Mae Murray Production— which means that it's beautifully put on and absorbing and full of striking photographic effects. The acting is all Mae Murray's own—and you can't beat it.

"VANITY POOL"

is a superbly staged picture of love and politics acted by an all-star cast, in which the stars are "fixed" stars. You've seldom seen anywhere a more finished performance. Book it today.

See it at your Universal Exchange.

UNIVERSAL FILM MFG. CO.,
Carl Laemmle, Pres., 1600 Broadway, N. Y.

UNIVERSAL SPECIAL ATTRACTION

An Open Letter To New York Exhibitors

Through an error in the announcement of the purchase by Universal of "After the War" and "The Craving," it was not stated at the time that these pictures were not purchased by Universal, so far as the State of New York was concerned. This was a grave oversight, and the Universal is extremely sorry for it, since it has caused the Pioneer Film Corporation, which owns these two productions for New York State, a great deal of trouble. In order to rectify the error and to straighten out the misunderstanding which the Pioneer Film Corporation is experiencing, we are making this statement to you.

Universal was able to buy these productions for every State in the Union with the exception of New York State. The Pioneer Film Corporation, which held the New York State rights, was unwilling to sell them at any price, as they regarded these productions as among the best which they held. Universal put "After the War" on its Universal Special Attraction program, and "The Craving" on the Bluebird program, but, of course, they will not be released by Universal in the State of New York, and no New York State exhibitors will be able to get these except from the Pioneer Film Corporation or its subsidiaries.

UNIVERSAL FILM MFG. CO.,

Carl Laemmle

President.

LETTER FROM A DOUGHBOY IN UNIVERSAL CURRENT EVENTS

NO wonder the Germans were surprised at the way the Americans fought. It wasn't any cut-and-dried soldiering with the Yanks—they were there for a purpose, and they wanted to fight. This spirit is characteristically emphasized in a letter recently received from a member of the Motor Transport to his pal over here:

"Us guys was all gettin' sore, Joe, hangin' around in the rear while the engineers dug roads. We wanted a crack at them Boches! But when I see a lot of buddies sittin' around waitin' to move, I know—bang! just like that, there's something doin'! The artillery men was camped near us, waitin' for somethin' to begin and when the C. O. gets one of them confidential love notes from headquarters I know I'm right. Some Sherlock Holmes! But to clinch it, I spots the Big Chief, him being Major General Bales, leaving for the front—But you know, Joe, us transport guys ain't supposed to fight. But me for the scrap every time, so I take the A. W. O. L., dodge the M. P's. and here I am in the middle of it, but they nailed me and I have to help out carrying ammunition so I get shoved into the artillery. It didn't take us Yanks long to tame Fritzi! First we knowed they was coming over in streams, carrying their wonded and then when it's all over they collared me to chauffeur an old gasoline mule full of Boches, back to the collecting station."

This letter tells a graphic story, the more so as it has been illustrated by pictures of the actual happenings "over there," which are appearing in the Universal Current Events, No. 3, the new reel put out by the International Film Service Co., Inc., and released by the Universal Film Manufacturing Company.

Nine killed, scores injured, and property worth $600,000, is the damage done in Boston when a huge molasses tank blows up, due to a collection of alcoholic gases. People knowing Boston would hardly recognize the neighborhood in these pictures. As a result of the explosion the streets are converted into sticky swamps and massive timbers and pieces of iron are strewn about everywhere. It is necessary to employ acetylene torches to cut through the wreckage in order to recover the bodies.

Splendid views of the building on the Place de la Concorde that houses America's delegates to the Versailles conference—the men in whose hands rests largely the fate of the world—are shown in pictures from France looking up the Rue Royale, the headquarters of the American Peace Mission are seen with the Church of the Madeline at the head. Captured German guns and other trophies rest in the Place de la Concorde, before the headquarters, as fitting reminders of victory.

Other features in this issue comprise pictures from New York of the S. S. Merturius sailing under the direction of the American Committee for Relief in the Near East to bring aid to the starving people of Armenia, Syria and Persia; scenes from Wilmington Harbor, Cal., showing the inner workings of the now highly-developed American sardine industry; and a cartoon drawn by Hy. Mayer, entitled "The Watch on the Rhine."

"The Red Glove."

(*Continued from page* 19.)

Los Angeles to report his failure. He confesses his love to Billie, who promises to answer later. Wiley overhears, and poisons Billie's mind against Thode, which makes her refuse him. Wiley renews his attention to Angelica. Billie, afraid that Wiley has discovered Tia Juana's retreat, goes to warn her, discovers that she has gone and suspects Wiley. Wiley, discovering Tia Juana's disappearance, suspects Billie. Wiley fulfills his promise and denounces Billie, producing proofs that she is not Giles Murdaugh's granddaughter and casting reflections on Gentleman Geoff's character.

The Matzimar Oil Company announce the discovery of the Pool of Lost Souls and show a clear title to the property. Halstead, trustee of the Murdaugh millions, invests them in Wiley's company, formed to develop the property. Thode attempts to prevent this, and hears that Billie is not the heiress. Billie, hearing of the new company, denounces it as a fraud, declaring that she and Tia Juana own property, the title of which is in Tia Juana's name. Wiley produces a bill of sale from Tia Juana to himself, and Billie is forced to believe that Wiley has found Tia Juana and that she has double-crossed her. Billie leaves to find Tia Juana, whom she discovers dangerously ill and unable to give any explanation about transfer. She meets Klondike Kate and stumbles on to information that may clear Gentleman Geoff's character. Thode, determined to unmask Wiley, has been tracing the purchase of the pool. He finds evidence of fraud and in an attempt to obtain corroborative evidence his search leads into the hidden valley and he is captured by the Vulture.

Billie discovers that Wiley's proof of her not being the heiress is forgery. She starts out to denounce him. Wiley hears of it and decides she must die. Tia Juana recovers, and explains that she has never transferred the property. Twice, Wiley is on the point of fulfilling his nefarious designs and twice Billie escapes from his clutches, but at the third attempt he is successful and Billie is taken by Wiley to Hidden Hollow, where she meets Thode. Thode has also obtained additional evidence as to the authenticity of Billie's claim. Thode clears up the misunderstanding between Billie and himself and together they face certain death. At the last moment help comes and the Vulture and band with their retreat—Hidden Valley—are destroyed in one mighty cataclysm.

Wiley thinks that Billie and Thode have died in destruction of Hidden Hollow. He returns home and is about to marry Angelica when Thode and Billie, who have escaped, arrive and denounce him.

SYNOPSES OF "A STRANGE ESCAPE;" SCREEN MAGAZINE, No. 103; "CHARLIE IN TURKEY," & SCREEN TELEGRAM, No. 3.

"THE LURE OF THE CIRCUS."

"A Strange Escape."

EPISODE NO. 12.

CAST.

Eddie Somers.....Eddie Polo
Alice Page.....Eileen Sedgwick
Richard Mason.....Fred Montague
Richard Van Norman.....Duke R. Lee
Edward Lawrence.....Harry Carter
Malcolm Somers....Charles Hill Mailes

THE officers pick Eddie up, unhurt, and carry him on to jail. Reynolds is sent by Mason to the circus to bring back Alice's clothes and while there hears the story of the stabbing from one of the grips. He looks over the scene of the stabbing and finds the hole in the canvas through which Lawrence was stabbed. He is sure of Eddie's innocence.

Meanwhile Van Norman has driven Andy off the lot, and Joe, the monkey, Andy's pet, follows him. Andy goes to the jail and tries to see Eddie but is refused. Eddie 'phones his father to get money for his bail, and when Somers says he has none, Eddie tells him to give Van Norman his personal note for the amount. Van Norman gives Somers the money, but sends two men to head Somers off on the road and take the money away from him. As Somers is held up, Mike appears on the scene, drives away the men and pinches the wallet of money himself.

Somers thinks the men have robbed him, and thinking that Mike has saved his life and hearing him say he wants work, employs him as a driver. In town, Mike drops off to get clothes suitable for a driver and Somers reports to Eddie that he has been robbed but will get sufficient money somehow. The attorney refuses to handle the case until a deposit is made. Somers meets Mike and they drive back to the oil well.

When night comes, Andy takes Joe, the monkey, to the jail and sends him up the outside to Eddie's window. Eddie shows Joe how to bend the bars. They are like lead in the powerful hands of the orangoutang, and while the guard is at the other end of the corridor, Eddie slips through the bent bars and with Joe's help, climbs down to safety. Just then the guard misses Eddie, and shoots from the window. Eddie dives into a door of safety and finds himself in a den of Chinamen, who raise a knife to stab him.

Screen Magazine,

NO. 103.

NO wonder they show us around their gallant French man-o'-war with smiles—these "Oui, oui, Marie" sailor pals of ours—for their four-year vigil for submarine sharks is over. O we're not through with electricity yet, by a long shot, and here is another new invention — automatic telegraphy—which eliminates errors in long distance messages. So, when you propose to your girl in San Francisco by wire from New York, "No" will not sound like "Yes."

How would you like to write nine Christian names when you are told to "sign on the dotted line, full name?" Here is a baby, shown in Screen Magazine No. 103, who was named for each member of his father's tug-boat crew. The Chinese and Japanese are not the only ones who know all the domestic habits of rice. Food experts show housewives how to make new and wonderful rice dishes, baked and served without chop sticks.

We got so well started in rushing aeroplane making that now that the armistice is signed we can't stop, but are turning out a plane a day for coast mail service and all branches of post-war activity. Soon the air will be full of falling hats, pocket-books, cigar butts and umbrellas, as the populace aeroplanes to work. You don't mind at all your name being "Mud" if you are a hero of 1918 and Willie Hopkins is the sculptor.

"Charlie in Turkey."

Special—Pat Sullivan Cartoon.

OUR Pat Sullivanized "Charlie," after capturing the Kaiser and crossing the Rhine, embarks upon the Bagdad express for Turkey. Of course he lands in the Sultan's harem, where of all places he was least expected. Charlie derives considerable amusement in observing through a knot-hole the far-famed palpitating dance of the Oriental, symbolically represented by the cartoonist's most wavy lines. He is so attracted to the fair, fat Fatima that he eels himself through the knot-hole and makes love to the Sultan's favorite. The bodyguard discovers him and with a mighty kick ejects him from the palace. His flight is not checked until he lands in a dinky little railroad train with Fatima fast pursuing. We fear he never did escape, and it serves him right for being in Turkey.

Screen Telegram, No. 3.

Social Leader Entertains Boys.—Mrs. Vincent Astor presides as hostess at the new "Y" victory hut, where our soldier boys "chow up," as guests of the Y. M. C. A.—*New York City.*

Sub-Titles.—The call to mess finds ready response. Mrs. Astor draws "one in the dark" for a hungry soldier boy. As an entertainer, the boys vote Mrs. Astor "all to the mustard."

Wounded Yanks Return.—Convalescent heroes and "stretcher cases" arrive at a base hospital to be rebuilt to their former vigorous manhood.—*Fort McPherson, Ga.*

Club for New York "Cops."—No, not the night-stick variety, but a real, first-class one of the social kind, and it is located on fashionable Riverside Drive.—*New York City.*

Sub-Titles.—Mayor Hylan calls on the boys. A view unequalled by any of the fashionable clubs of Fifth Avenue. Police Commissioner Enright drinks in the beauty of the Hudson. Deputy Police Commissioner Harris presents the keys to Commissioner Enright.

Uncle Sam Has New Railway Director.—Walker D. Hines succeeds his chief, William G. McAdoo, as Director-General of Railroads.—*Washington, D. C.*

Sub-Title.—William G. McAdoo, who is retiring to private life after a strenuous career as Secretary of the Treasury and Director-General of Railroads.

Yanks Get Woundand Service Stripes Free.—Mayor's Committee of Welcome to Homecoming Troops is kept busy supplying chevrons to our soldier boys.—*New York City.*

Sub-Titles.—These yeomanettes did their part in the great war, and they are proud of it! The boys don't believe in sewing machines, they're strong for hand work.

Division Salutes Hero Decorated for Valor.—Brigadier-General Simmons pins the Distinguished Service Cross on Sergeant John Garner as all regiments of the 19th stand at attention.—*Camp Dodge, Iowa.*

Britain Welcomes Her Hero General.—Field Marshal Sir Douglas Haig returns to receive the plaudits of his countrymen.—*Dover, England.*

Sub-Titles.—Haig—the man who broke the Hindenburg Line! Chatting with Admiral Sir Roger Keyes and the Lord Mayor of Dover. On the way to take the train for London. General Haig replying to the Lord Mayor's congratulations on the victory.

Cartoon.—*"Who Is Guilty?"*—Death toll in the world war, 6,396,507! An animated cartoon by Hy. Mayer.

The CRAVING

REAL GIRLS DIVE OUT OF A REAL BOTTLE INTO A GLASS OF REAL CHAMPAGNE

This Picture Will Prove a Real Sensation in Your House

A Tremendous Story coupled with trick photography that is truly sensational!

WHY not give your audiences a picture that's different? Here's one that we took over from the Argosy Film Company and recommend, because, in addition to its absorbing story, it has some of the most fascinating and delightful trick effects ever seen on any screen—by anyone—anywhere.

NOTE.

When you show this picture be sure to see it for your own enjoyment.

Released through
BLUEBIRD, Photoplays, Inc.
1600 Broadway, New York.

Jewels are Sweeping th

Also see what
"Smashing Through,"
a Special Attraction,
did for Mrs. Day.

If you want to know how to put over a Mrs. Charlie Chaplin Day, ask your exchange about it.

ONE OF FOUR REAL PICTURES OF SEASON.

Findlay, Ohio, Jan. 11, 1919.
Universal Film Exchanges, Inc.,
Cleveland, Ohio.

Your Mildred Harris production, "Borrowed Clothes," which we played at Christmas time for two days at capacity business, is in our estimation one of the few real good pictures of the season. Mildred Harris is at her best, and her support is fine. The photography and settings are splendid.

We advertised Miss Harris as Mrs. Charlie Chaplin, and think that added to the attraction. The advertising possibilities are great on this production, and we regret that we are not in a position to use more of the material you furnished, but our newspapers are unable to use same.

Trusting you will give us more productions like this in the coming year, we beg to remain,

Very truly yours,
W. T. HUBER & SON,
By L. K. Huber.

"SMASHING THROUGH" SMASHED RECORD

Universal Film Exchanges, January 17, 1919.
214 East 12th Street, Kansas City.

For some time back your city representative, Mr. Stern, has been trying to sell us your special features, and on October 26th we signed up a contract to use one every other Friday. Since using these pictures our business has increased, and wish that we could get one every week instead of having to wait two weeks for them.

I must say that in my estimation they surpass any of the feature pictures in the film market today.

On Friday, January 10th, we had Herbert Rawlinson in "Smashing Through," an L-Ko Comedy and the Hearst News, and had our audience on their tiptoes from start to finish. We did more business this night than any other night during the entire season.

I want to thank you also for the courtesies shown me by your office during the absence of Mr. Day.

(Signed) MRS. DAY,
Strand Theatre, Kansas City,
Kansas City's Finest Suburban Theatre.

MOPPED UP WITH MILDRED

January 11, 1919.

Universal Film Corp., Cleveland, O.
Dear Sir:—

Mildred Harris in "Borrowed Clothes" is certainly a production; the best she has done. Wonderful business four days. Could not handle crowd first day. As the saying goes, mopped up. Would be pleased were there more Mildreds. It would make the exhibitor's life a happy one. Here is hoping there will be another release soon.

(Signed) TIM ROBERTS, Mgr.,
Arris Theatre Co., Mansfield, Ohio.

TELEGRAM

UNIVERSAL FILM CO., JANUARY 13, 1919.
PROSPECT AVE., CLEVELAND, O.

BROKE ALL RECORDS YESTERDAY ON "BORROWED CLOTHES." BUSINESS WONDERFUL TODAY. EVERYBODY PLEASED. GOOD LUCK TO YOU.

EMPRESS THEATRE, AKRON, O.

Entire Country

WONDERFUL 4 DAYS' BUSINESS—"HEART OF HUMANITY," SHOWING AT WASHINGTON PRESS CLUB

JANUARY 21, 1919.

UNIVERSAL.

UNIVERSAL FILM CO., 1600 BROADWAY, NEW YORK.

SHOWING "HEART OF HUMANITY" AT PRESS CLUB. IMMENSE SUCCESS. SECRETARY OF WAR BAKER MADE A HIGHLY LAUDATORY SPEECH AFTER SHOWING, AND GAVE AUTHORITY TO ADVERTISE HIS OPINION. IT IS A WONDERFUL PICTURE. AM WRITING FULLER DETAILS TONIGHT AND HAVE APPOINTMENT TO SEE BAKER AGAIN IN THE MORNING.

G. HORACE MORTIMER,
WASHINGTON, D. C.

HAVE YOU SEEN HER YET?
The NEW
Mrs. CHARLIE CHAPLIN
Here is your Chance to see
MILDRED HARRIS
the most talked of Star in the World in a new LOIS WEBER production
WHEN A GIRL LOVES
STARTING MONDAY at the CASINO
58 W. Madison
Have you seen her yet? Do you know what she looks like? Is she young, is she talented, charming? See for yourself the girl who won the wealthiest motor in the world for a husband.
She'll charm you, too, in this new photo play, "When a Girl Loves." Be sure and see it.

Three column advertisement used in Chicago for the Casino Theatre, where it cleaned up.

McFadden Praises "FOR HUSBAND ONLY"

JEWEL PRODUCTIONS CO.,
220 South State Street, Chicago, Ill.

GENTLEMEN:—

"For Husbands Only" in my estimation is one of the best productions I have shown.

From point of detail, photography and story, it surpasses any other picture of similar popularity.

Members of directing staff of the sterner sex must look to their laurels with Lois Weber in the field. Exhibitors will do well to book this picture and boost it big.

(Signed) H. M. McFADDEN
Lincoln Theatre, 1846 W. Madison St., Chicago, Ill.

Read what Harrison of the Motion Picture News says of RUTH CLIFFORD in "The GAME'S UP"

"The Game's Up," with Ruth Clifford
(Bluebird—Jan. 20. Directed by Elsie Jane Wilson)

THIS picture ought to create a fun-riot, especially where the houses may happen to be full. It is simply a scream. Rapid action of plot, interest, suspense, comedy, and many other elements are intelligently blended in a romantic story. The result is a clean and highly enjoyable entertainment. —P. S. HARRISON

Plays like "THE GAME'S UP" are the kind that make moving pictures popular, because they ENTERTAIN to the 100 per cent. mark. Boost this play to the limit. You can't overadvertise it. It's simply splendid and will add prestige to your house. Besides you have Harrison's criticism on it. That's enough.

RELEASED THRU BLUEBIRD EXCHANGES.

"Hop, the Bell Hop."

L-Ko Two-Reel Comedy.

(Copyright, 1919, L-Ko Motion Picture Co.)

HERE we go "back to the dear old farm" on the Hickory Hills Limited, to where Tiny Toodles, the daughter of the Hotel proprietor, is the "main squeeze," though a rather tight one, because she is "built for comfort and not for speed." Jumping Jupiter is the bell hop of this best Hickory Hills hotel and he is full of monkey shines and shoe shines. Polly Tix, the cashier, has a pair of eyes that travel faster than the fastest traveling salesman. And into this little oasis of contentment comes none other than our fleshless friend—Solomon Soop. He comes because Tiny Toodles has been wigwagging with a matrimonial agency and has succumbed to the winsome charm of Soop's passport picture.

Now the last thing in the world that you would suspect, happens. A slippery fellow called Jerry Jippem, won over by Toodles' offer to give Soop a half interest in her father's hotel and a bonus of $500 for becoming her life partner, impersonates Soop. And then—you just can't get away from the picture till it is over.

"Only a Janitor."

(Omitted from last week's Weekly.)
Nestor Comedy starring Wallace Berry.

LEM was a hard working but honest janitor. For some reason or other he felt a calling to the seashore and when he arrived there he found the "party" who had called him and proceeded to tell her that she meant more to him than the ocean, sea shells and shore dinners put together. However, he was quickly told that he was the "wrong number" and Pop was called for reinforcements. Pop said he would spare Lem's life, but would have to shift brides and substitute a mother-in-law. Lem thought his chances of kind treatment were better with the sharks, but what could "only a janitor" do?

Current Events, No. 3.

Relief Ship Carries Food for Asia Minor.—S. S. Merturius sails under the direction of the American Committee for Relief in the Near East to bring aid to the starving people of Armenia, Syria and Persia.—*New York City.*

Sub-Title.—Off to aid the victims of Turkish savagery.

Nine Killed, Scores Injured in Explosion.—Alcoholic gases blow up huge molasses tank, destroying property worth $600,000, and converting streets into sticky swamps.—*Boston, Mass.*

Sub-Titles.—Cutting through the wreckage with an acetylene torch to recover the bodies of the dead. A flood of molasses.

Traction Magnates! Attention, Please!—Some of our enterprising street car and subway managers may find facts of interest in the now highly developed American sardine industry.—*Wilmington Harbor, Cal.*

Sub-Title.—"Pack 'em in," an occupation which has become an art in the traction business as well as the sardine industry.

Peace Headquarters in France.—Views of the building on the Place de la Concorde that houses America's delegates to the Versailles Conference—the men in whose hands rests largely the fate of the world.—*Paris, France.*

Sub-Titles.—Looking up Rue Royale, showing the headquarters of the American Peace Mission, with the Church of the Madeleine at the head. The Place de la Concorde, with the building of the Peace Mission in the background. Captured German guns and other trophies, which rest in the Place de la Concorde, before the headquarters of the Peace Mission—fitting reminders of victory.

There Was No Stopping "This Man's Army."—A "Gasoline George" of the Motor Transport tell why, in a letter home, detailing his experiences on a trip to the front.

Pictures from the Committee on Public Information.

"Us guys was all gettin' sore, Joe, hangin' around in the rear while the engineers dug roads. We wanted a crack at them Boches!" "But when I see a lot o' buddues sittin' around waitin' to move, I know—bang!—— just like that, there's somethin' doin'." The artillery men was camped near us, waitin' for somethin' to begin." "And when the C. O. gets one of them confidential love notes from headquerters, I know I'm right. Some Sherlock Holmes!" "But to clinch it, I spots the Big Chief, him being Major General Hales, leaving for the front——" "But you know, Joe, us transport guys ain't supposed to fight. But me for the scrap every time, so I take the A. W. O. L. dodge the M.p's, and here I am in the middle of it." "But they nailed me, and I have to help out carrying ammunition, so I get shoved into the artillery——" "It didn't take us Yanks long to tame Fritz! First we knowed they was coming over in streams, carrying their wounded." "And then when it's all over they collared me to chauffeur an old gasoline mule full of Boches, back to the collecting station."

Cartoon by Hy Mayer—"The Watch on the Rhine."

SYNOPSES OF "HOP, THE BELL HOP;" "ONLY A JANITOR;" CURRENT EVENTS, No. 3; HEARST NEWS, No. 3.

Hearst News, No. 3.

Tears and Cheers for Soldier Boys.—Fortieth Artillery returns for demobilization and is given rousing greeting.—*San Francisco, Cal.*

Sub-Titles.—Some of the officers who showed the Hun a thing or two about warfare. Mayor Rolfe reviews returning heroes. Having "smoked out" the Huns, they will now smoke up at home.

Famous Great Lakes Band Plays Last Note.—Divisions of the Great Lakes Naval Training Station, 1,000 strong, plays farewell review.—*Great Lakes, Ill.*

Major-General Bell Answers Last Reveille.—Troops at Governors Island, Headquarters of the Department of the East, U. S. Army, pay last respects to man who trained the 77th Division.—*New York City.*

Snow Birds Defy King Winter.—Members of the Mountaineer Club find it unnecessary to go to Switzerland to encounter ice-topped peaks and snow-clad valleys.—*Mount Rainier, Wash.*

Celebrate Victory with Flower Pageant.—Beautiful rose festival is Southern California's tribute to triumph achieved by our brave boys in khaki "Over There."—*Pasadena, Cal.*

Raiding New York from the Clouds.—A squadron of war planes demonstrate ease with which the metropolis, and the great fleet lying at anchor in the Hudson, could be bombed by hostile flyers.—*New York City.*

Sub-Titles—Peeping through the clouds, the city of Brooklyn far below. The Hearst News cameraman at work. Crossing the East River in battle and bombing formation. Governors Island, Headquarters of the Department of the East, U. S. Army. Approaching the financial centre of America, where giant skyscrapers cluster in a confusing mass, to swing past the towering Woolworth Building. The Metropolitan Tower, rising 700 feet above the sidewalk. Up Fifth Avenue, skimming above the roofs of the great hotels. Over the mighty North Atlantic fleet, lying lazily at anchor in the Hudson. Back down the river in swift flight, past the massive apartment houses of Riverside Drive.

Cartoon by John Terry.—"Six Months' Pay for Soldiers."

An Open Letter to

MR. M. W. McGEE

MAJESTIC THEATRE DETROIT

MY DEAR MR. McGEE:—

You've often heard startling things in moving picture theatre receipts, so you perhaps won't be so amazed when you hear that in a certain 283 seat house the amazing sum of three thousand, five hundred and fifty-four dollars was taken in in one week on a certain Universal Special Attraction.

Stop for a second and think. A 283 seat house! Can you imagine what a business must have been done to net $3,554.00 in cash in one week?

Yet that was done, an accomplishment that smashes every existing record for the drawing power of a moving picture feature.

We defy any theatre in the world, irrespective of the location, having no more than 283 seats, to equal this record for cash taken in 7 consecutive days.

How many theatres up to 2,000 seating capacity take in $3,554.00 in a week.

Yet here in this house, so small as to accommodate but a handful, this absolutely unbelievable sum was extracted from the public purse in seven days time.

The title of the picture is "The Wildcat of Paris," a Universal Special Attraction. The star is Priscilla Dean. The theatre was The Casino, located on Madison St., Chicago, Ill.

This is a fact, Mr. McGee, not hearsay. We'll show you the books any time you wish to see them.

We don't say that every Universal Special Attraction will do that every week, but—just go see with your own eyes what one of the biggest competitive directors in picture described as "The highest average for superior excellence in the world of feature pictures," referring directly to Universal Special Attractions that you may review in private at our Exchange by arrangement with Mr. Paul Bush, our manager in your territory.

See all these latest Special Attractions, and let me have your own personal opinion.

Cordially yours,

Carl Laemmle

"Her Proxy Husband."

Two-Reel Special.

CAST.

Jane Gaylord.....Violet Mersereau
Roxbury Brewster.....Billy Carwood
Gentleman Joe.....Joseph Granby
Baron Paul de Koven....Joseph Granby
Mrs. Gaylord.....Miss Van Ottenger
The Minister.....Howard Crampton

JANE GAYLORD is a romantic society girl, who is flattered by the gallant attentions of Baron de Koven. She has a tender feeling for Roxbury Brewster, a wealthy bachelor, and seeks to make him jealous by her noticeable acceptance of the Baron's advances.

Jane is soon in a predicament owing to her flattery of the Baron having "taken" better than she expected. She soon finds that she is in for marrying the Baron. A swift thought comes that it is leap year and, acting through this loophole of escape, she gets a minister and decides to marry Roxbury whether or no. She sends him a note to come to her home on a matter of supreme importance. He comes, but in the form of "Gentleman Joe," a patrician burglar, who is the double of Roxbury, and who picks out the Gaylord house for plunder.

Of course a great mixup ensues, but of course "she" marries "he" in the end.

"The Strike-Breakers."

(Omitted from the week before last.)
Lyons-Moran Star Comedy.

THE life of Eddie Lyons was one supreme beam of satisfaction until Mrs. Moran became converted to "suffragetitis." It was inevitable that she should do this because she had already subjugated her husband into a state of innocuous desuetude. If she hadn't been slightly broader than she was tall, she would have worn the pants, but under the circumstances it was impossible because unbecoming. Moran put up with the discomfiture because he knew no better. But when Mrs. Moran enlisted Mrs. Lyons in the suffragette ranks, she started a strike which called for a revolution and Eddie got busy with an imported cabaret which broke the strike in short order.

"Kitchen Police."

Lyons-Moran Star Comedy.

EDDIE and Lee have been living in ease and luxury but decide to "do their bit." So they enlist. They are rejected but are still intent on helping Uncle Sam, so put their farm under martial law. After six months' intensive cultivation they find they are physically fit for anything. Again they try for the army, are accepted and go to camp. Just as they become proficient in "Kitchen Police" duty peace is declared. They can't go to war, but they find comfort and confidence in the fact that they will be a great help to their families at least in the kitchen.

A GOLDEN OFFER TO ALL EXHIBITORS

EVER mindful of the interest of exhibitors the Jewel Company has provided for their use a press sheet for Mrs. Charlie Chaplin to be used in connection with a "Mrs. Charlie Chaplin Week." This press sheet is now in the hands of exchanges. It consists of a "Life of Charlie Chaplin's Bride," by Marjorie Howard of "Vogue," and a half of a newspaper page of stories about Mildred Harris. Your exchange will arrange for you to show "For Husbands Only," "Borrowed Clothes," "The Doctor and the Woman," "The Price of a Good Time"—and possibly "When a Girl Loves"—all in the same week. By using this press sheet and big advertising you can have a swell Mrs. Charlie Chaplin Week.

Bombing New York City by Photographic Airplane.

TRAVELING over New York in an aeroplane and viewing the "big city" from the clouds is decidedly a novelty and should be exhilarating enough even for Americans who like their pleasure favored with a little "pep," especially when the airplane traveled in happens to be one of a squadron of war planes, demonstrating the ease which the metropolis and the great fleet lying at anchor in the Hudson could be bombed by hostile flyers. Of course this experience is not obtainable to the average man but the sensation, if not the actuality, is very realistically conveyed in some splendid pictures appearing in the Hearst News No. 3, the news reel put out by the International Film Service Co., Inc., through the Universal Exchanges. To all intents and purposes you are sitting beside the International cameramen, high up in the clouds as he grinds away. Gradually the city of Brooklyn, far below, displays itself like a huge map. Crossing the East River, surrounded by giant machines in battle formation, Governors Island, Headquarters of the Department of the East, U. S. Army, is approached. Over the financial center of America, where innumerable skyscrapers cluster in a confused mass, past the Woolworth Building and the Metropolitan Tower, up Fifth avenue, skimming above the roofs of the great hotels, over the mighty North Atlantic fleet, lying lazily at anchor in the Hudson, and back down the river in swift flight, past the massive apartment houses of Riverside Drive, is the all-comprehensive and unique sightseeing trip these pictures afford.

Tears of gladness and cheers of joy mark the return of the 40th Artillery to San Francisco, and the populace turns out en masse to give these boys, who showed the Hun a thing or two about warfare, a rousing greeting. Officers and men alike share in the oration, and Mayor Rolfe, who reviews the returning heroes, expresses his delight by a countenance that radiates happiness.

Impressive pictures, in which the troops at Governor's Island, Headquarters of the Department of the East, U. S. Army, are seen paying their last respects to Major General Bell, the man who trained the 77th Division, appear in this issue. The casket, mounted on an artillery caisson, followed by General Bell's riderless forces, leaves for the Arlington National Cemetery, where the body will rest among the nation's heroes.

Other features in this issue comprise pictures from Great Lakes, Ills., showing the famous band of the Great Lakes Naval Training Station, one thousand strong, playing the farewell review; scenes from the ice-topped peaks, and snow-clad valleys of Mt. Rainier, Wash., and members of the Mountaineer Club enjoying winter sports; and a cartoon drawn by John Terry, and entitled "Six Months' Pay for Soldiers."

SYNOPSES OF "HER PROXY HUSBAND," "THE STRIKE-BREAKERS" AND "KITCHEN POLICE."

Mary MacLaren

the American Beauty of the Screen in RUPERT JULIAN'S Master Suspense Drama

"CREAKING STAIRS"

TELL us, Mr. Exhibitor—on the "up and up"—have you ever had a real thrill over a picture? We don't mean a shock—we mean a regular, old-fashioned, creeping thrill. Because you're going to have one pretty soon when you see this Mary MacLaren Production.

"CREAKING STAIRS" starts out very quietly—just sort of "eases you along"—till—all of a sudden—you find yourself right in the coils of the loveliest, creeping-est, thrillingest drama that ever sneaked up and caught you by the throat.

UNIVERSAL SPECIAL ATTRACTION

Soon to be released

TALK about geese flesh! There isn't a woman you know who won't simply revel in "CREAKING STAIRS." Watch for the release date—it's coming soon. Go see it at your nearest Universal Exchange at your first opportunity. Directed by the Director of "The KAISER, the Beast of Berlin."

Check The Ones You Havn't Had

Every Universal Special Attraction on this list is a guaranteed success, because every one has shown in fine theatres before critical audiences and has brought forth the highest praise. From this list we have OMITTED one or two which did not "go over with a bang." Therefore you are buying nothing but sure successes when you book from this list.

WE GUARANTEE EVERY ONE

Dorothy Phillips in
"THE RISKY ROAD."

Mae Murray in
"THE BRIDE'S AWAKENING."

Mary MacLaren in
"THE MODEL'S CONFESSION."

Harry Carey in
"HELL BENT."

Mae Murray in
"HER BODY IN BOND."

Dorothy Phillips in
"THE MORTGAGED WIFE."

Mary MacLaren in
"BREAD."

Mae Murray in
"MODERN LOVE."

Dorothy Phillips in
"THE TALK OF THE TOWN."

Harry Carey in
"THREE MOUNTED MEN."

Priscilla Dean in
"KISS OR KILL."

Mary MacLaren in
"THE VANITY POOL."

Mae Murray in
"DANGER, GO SLOW."

UNIVERSAL SPECIAL ATTRACTIONS

"A financial and artistic success."
STRAND, San Francisco.
"Crowded to capacity."
PACIFIC AMUSEMENT ASS'N.

"FOR HUSBANDS ONLY"

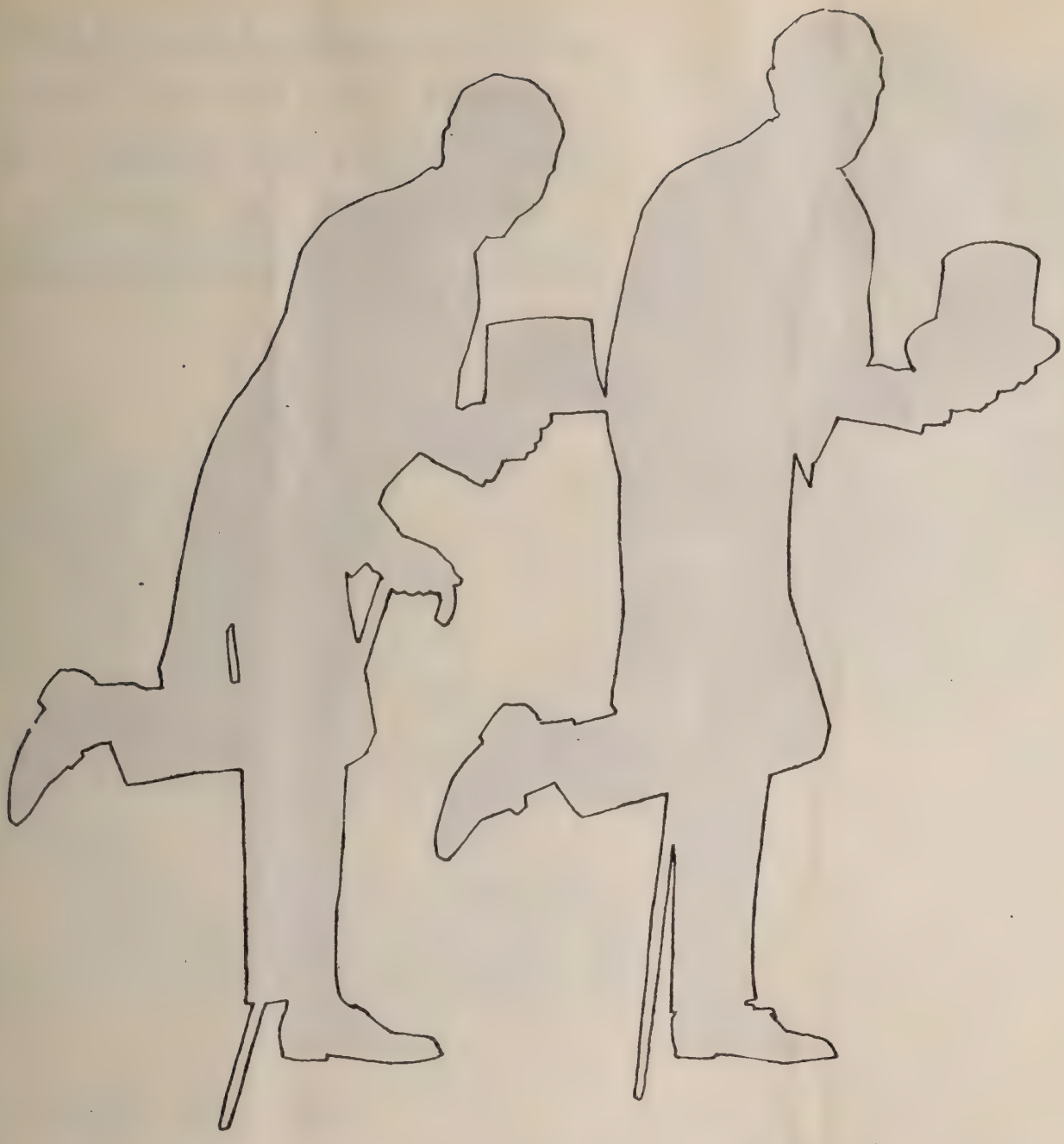
Mrs. Charlie Chaplin

MILDRED HARRIS

in

A Lois Weber Triumph That Plays Only To Capacity

JEWEL PRODUCTIONS
INCORPORATED
Executive Offices, 1600 Broadway, New York City



Hold this page up to the light and see how to turn empty houses into full houses.

Book LYONS-MORAN
STAR COMEDIES

EVERY production she has ever appeared in has been a complete commercial and artistic success.....

Mrs. Charlie Chaplin

Mildred Harris

VERY—very—very few stars have anything like Mildred Harris' record for successes. Just think—one short year ago, unknown, yet today, with four great successes to her credit, the wife of the world's greatest comedian and herself well nigh as big a drawing card in every theatre in the country. This sounds to you like real money, and if you'll book this production we know you'll make it. The title—

JEWEL Productions INC
1600 Broadway New York City

"BORROWED CLOTHES"

The Biggest Drawing Card in the Whole World of Moving Pictures....

Mrs. CHARLIE CHAPLIN

Mildred Harris
Coming soon in the

LOIS WEBER
Production

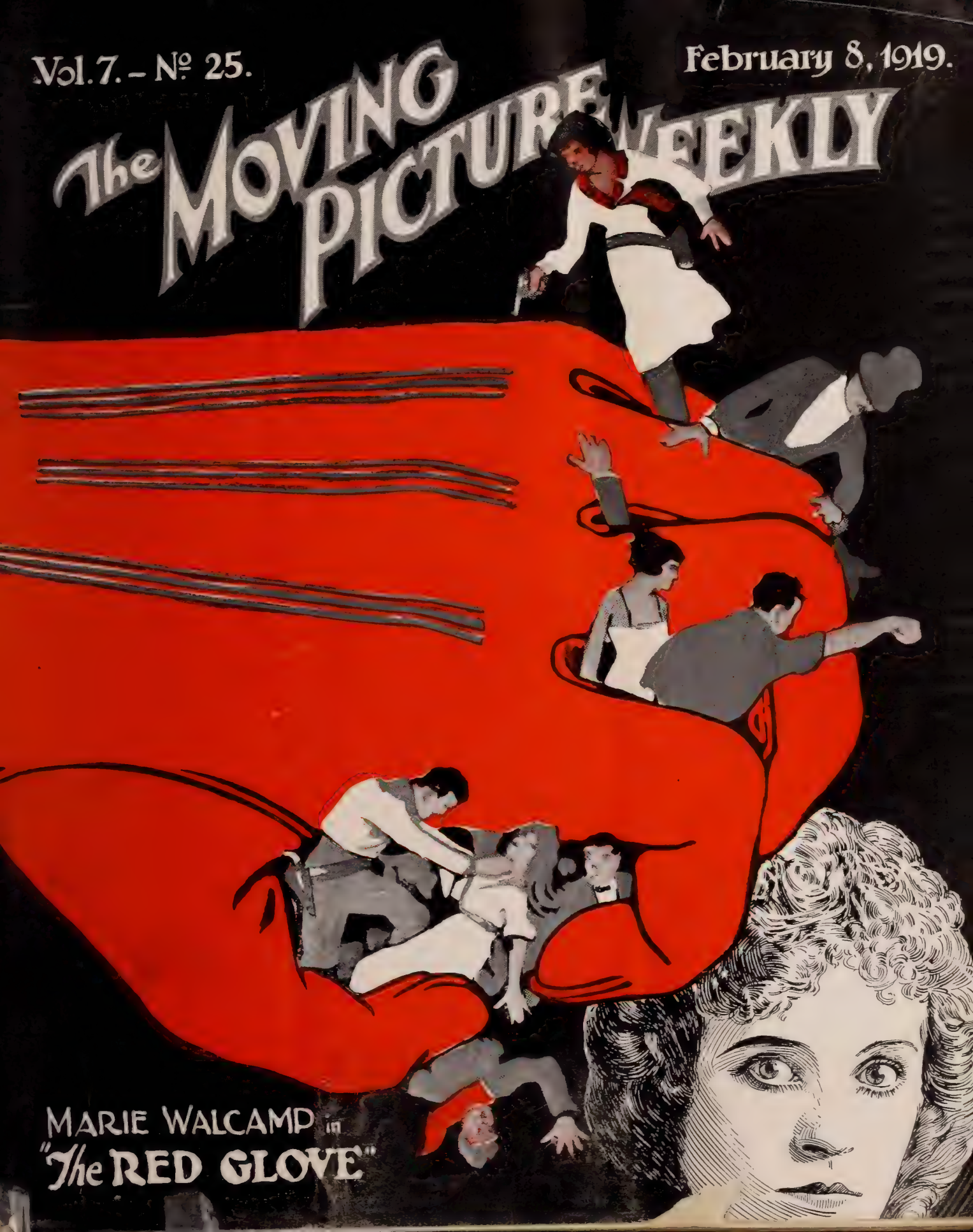
"When A Girl Loves"

Reserve now thru

JEWEL
Productions Inc. 1600 Broadway N.Y.

Vol. 7. – No. 25. February 8, 1919.

The Moving Picture Weekly



MARIE WALCAMP in
"The RED GLOVE"

The List that Proves Popularity

Down Went the Key
A Million in Sight
A Bundle of Trouble
Some Specimens
When the Cat's Away
Shot in the West
Mixed Matrimony
Under the Bed
Follow the Tracks
The Home Wreckers
What a Clue Will Do
The Lost Appetite
To Oblige a Vampire
Moving Day
Tell Morgan's Girl
A Burglar by Request
To Be or Not to Be
Jilted in Jail
The War Bridegroom
Poor Peter Pious
Minding the Baby
A Dark Deed
Seeing Things
Married by Accident
The Love Slacker
The Rushin' Dancers
Move Over
The Night Cap
Looking 'em Over
The Boulevard Speed Hounds
Welcome Home
Taking Their Medicine
Pete, the Prowler
Hot Applications
Wild and Woolly Women
A Fire Escape Finish
The Other Stocking
A Pigskin Hero
The Tail of a Cat
The Guilty Egg
Whose Baby Are You?
The Dodgers
The One Horse Show
A Ripping Time
There Goes the Bride
Stepping Some
The Knockout
Berth Control
Bad News
Shot in the Dumbwaiter
Almost Welcome
The Vamp Cure
A Duck Out of Water
Don't Shoot!

LYONS-MORAN

Star Comedies

See them at your Universal Exchange

UNIVERSAL FILM MFG. CO.
1600 Broadway, N.Y. Carl Laemmle, Pres.

"THE WILDCAT OF PARIS"

-a personal triumph for its meteoric young star and an unqualified box-office success that is piling up bigger and bigger with every showing

Priscilla DEAN

A
UNIVERSAL
SPECIAL ATTRACTION

Gentlemen!--

"THE WILDCAT OF PARIS"

-she purr'-she claw- she scratch -but Mon Dieu-how she make the money!

the Priscilla Dean Landslide has started!

For Heaven's Sake **LOOK** at These Cash Money Receipts

in Chicago at a 283-seat House
$3500.00

in Los Angeles at a 500-seat House
$3760.00

and started it's Second Week at the rate of
$655.00 per day

-now read on the next page what happened in St. Louis

The St. Louis Globe-Democrat says:

"A RIOTOUS HIT"

"THE WILDCAT OF PARIS" *registered a riotous hit, congested traffic along Sixth Street, from Olive to a point which led to the Royal Theatre and withal smashed all preceding theatre attendance records, when this heart-compelling, red-blooded story of Romance, Ardor and Action made its introduction yesterday.*

"IT *may be a broad statement to make but, judging from the human freight that blocked the vicinity of the Royal Theatre, one could have assumed that 'THE WILDCAT OF PARIS' was the only attraction in St. Louis. At 8 o'clock in the evening the crowd became so dense that the police found it difficult to break a path. And within, the play winnowed its appeal into the hearts of the audience, easily registering the most pronounced hit of the season.*"

If you don't clean-up on this it's your Own Fault. Book it today--by wire!

UNIVERSAL FILM MFG. CO., Largest Film Mfg. Co. in the Universe
CARL LAEMMLE, President :: :: :: 1600 Broadway, New York

The Man who makes millions laugh

T. A. Dorgan
TAD

You'd go Broke

if you had to pay the salary of the famous "TAD" (T. A. Dorgan), the cartoonist who created the great "Indoor Sports," Silk Hat Harry—Judge Rumhauser," and his other nation-wide hits, yet you get in fascinating animated cartoon form TAD'S biggest hits every week in HEARST NEWS.

A House packer

without extra cost that will draw people you've perhaps never seen before in your house, for the effect in drawing power will be precisely the same as getting of extra circulation for newspapers by the printing of these famous TAD cartoons, and by these regular weekly appearances, you can boost this big extra feature to the limit, letting your people know they can see TAD each week in

HEARST NEWS

Book all Three

big news reels—HEARST NEWS—UNIVERSAL CURRENT EVENTS—and SCREEN TELEGRAM. Already shown in more theatres than any news reel in the history of the pictures business. Instantly popular, are these BIG THREE, and already proving themselves big weekly attractions. Your nearest Universal Exchange will book you THE BIG THREE, and supply all the advertising necessary to help you put them over.

Distributed by
Universal Exchanges
Everywhere

Press Material for Edith Robert

THE STORY.

(*Copyright*, 1919, *Bluebird Photoplays, Inc.*)

SUE GORDON was an aristocrat. Born to all the purple that Crawford, Tennessee, ever laid claim to. Still her pet was a piggie and her playmate was Shad Peters — poor white trash. Now, the Peters and the Peytons only spoke through the barrels of their rifles and that from behind ambuscades and cabin walls. For Shad's "Pop" had been killed by a Peyton, and the mountain code would not allow Shad to have any other ambition in life than to be revenged on his father's slayer. So it had been in the mountains for generations.

Shad would have dearly loved to go to Nashville to get an "eddication," but he durst not. The rest of the Peters would think him a coward. Then fate took a hand. Sue went to the city to live with Uncle John Peyton, as hard a man as ever lived. Even his own son was against him in his relations with his men.

Sue brought her piggie along to town and she also brought the first ray of real joy into this frosty household. But when she was called to account for her interest in Shad, who was "just one of those Peters, with whom no Peyton could have any kind of relations at all," Sue fled to her beloved hills and to Shad's cabin. Only then did John Peyton realize that his one enjoyment in life was slipping away from him. So the old man and his son pursued. When they came to the Peters shack, flames were spitting from a rifle and, upon establishing a truce, the old man found that the undaunted defender was none other than little Sue, while Shad lay, white but determined, at her feet with a bullet in his shoulder. It took a lot of oratory to straighten things out in the feud-cursed county, but it all came out right in the end.

Story Suggested by

Maude Reeves White.

Written by C. J. Wilson, Jr.

Directed by Eugene Moore.

CAST.

Sue Gordon	Edith Roberts
"Granny" Gordon	Ruby Lafayette
Shad Peters	George Hackathorne
Dr. L. M. Somers	L. M. Wells
John Peyton	James Farley
Donald Peyton	P. S. Pembroke
Margaret Peyton	Marie Van Tassel

ADVANCE STORY NO. 2.

THE announcement of an Edith Roberts Bluebird is always a pleasant task. It is the good fortune of the ..... theatre to play the next one, "Sue of the South," on ..... Edith Roberts, who has already starred in "Set Free," "The Love Swindle," "Beans," and other popular dramas.

How the destinies of Shad Peters, Henry Peyton and Donald Peyton were all turned in different channels by the hand of vibrant. clever, entrancing little Sue of the South is the big heart throb of this story. Can you imagine anything more romantic than the love of Tennessee Sue for her mountain playmate—a lad of fire and steel in his devotion to the honor of his feud-fostering ancestors and to Sue? Can you imagine a more brilliant climax of action than little Sue quelling a big factory labor riot? Can you picture a more whirlwind experience for a girl who has grown up in the big, simple, silent places of the Cumberland mountains than to be whisked to the millionaire mansion of her uncle and his dashing young son? And can you see how Sue could make a wiser choice in her selection of a husband than—but we musn't tell you. See "Sue of the South," directed by Eugene Moore, written by C. J. Wilson, Jr., from a story suggested by Maude Reeves White.

In the cast are George Hackathorne, James Farley, P. S. Pembroke, Ruby Lafayette, and Marie Van Tassel.

ADVANCE STORY NO. ONE.

"SUE OF THE SOUTH" was a very modern young woman, but when Edith Roberts makes her first entry in the opening of this Bluebird which will be seen at the ..... theatre on ....., she does it in furbelows. That's because the sleepy little town of Crawford, Tennessee, had never progressed beyond the civil war stage, and possibly, too, because Eugene Moore, who produced the picture, thought Edith looked particularly nice in these many-frilled pantalettes. Gene was certainly right about the latter belief, because this dark-eyed little beauty looks wonderfully fetching in the old-time frills of the Southland, or any other kind of frills. The demure little polk bonnet accentuates to perfection her piquant and vivacious face.

But after one reel of this antibellum costuming, "Sue of the South" takes its heroine to the city and dresses her up in all the very latest 1919 gowns, shoes and hats. So you who like your Edith can see her in any costume you choose. And for pets, in this novel and exciting film, you can take your choice between a contented and remarkably well-behaved young razorback piggie and a long barrelled rifle, which spat great, big, feud-driven bullets when mountain-bred Sue was called upon to defend her wounded lover from the attack of her uncle and the blood-thirsty Peyton clansmen.

"Sue of the South" was written by Charles J. Wilson, Jr.; directed by Eugene Moore; George Hackathorne, James Farley and ..... Pembroke are prominent in Miss Roberts' support.

ADVANCE STORY NO. THREE.

A HEROINE of the Southland is proverbially associated with crinolines, old lace and poke bonnets. So when Charles J. Wilson, Jr., conceived "Sue of the South," which plays at the ..... theatre on ....., he "planted" his heroine in this costume, which is immensely becoming to little Edith Roberts, its star. No real daughter of the South could look more at home in pantalettes than the diminutive Edith, but don't get the idea that Sue of the South" is a costume play, for it isn't. It is the modern story of a red-blooded and picturesque southern girl who was true to her love and her mountains and her "piggie." For when you see Sue carelessly strolling into her uncle's magnificent home, with her parasol, her long mits, her pantalettes and her "piggie," you will know that this is not only an up-to-date heroine but a wonderfully clever and entertaining one.

How the rest of the cast, which includes Ruby Lafayette, P. S. Pembroke, James Farley, Marie Van Tassel and George Hackathorne, like to have a little pink porker for an acting partner, is a question which Director Eugene Moore and Author C. J. Wilson, Jr., can answer for you.

in "Sue of The South" BLUEBIRD PHOTOPLAY

AT A GLANCE

STAR—Edith Roberts.

PREVIOUS HITS—"The Love Swindle," "Set Free," "Beans."

DIRECTED—By Eugene Moore.

WRITTEN—By Charles J. Wilson, Jr., from a story suggested by Maude Reeves White.

PHOTOGRAPHED—By George W. Lawrence.

SUPPORTING CAST—Ruby Lafayette, P. S. Pembroke, James Farley, Marie Van Tassel, George Hackathorne.

TIME — Today, with reminiscence of post-bellum days.

LOCALE—Tennessee mountains and a fashionable home in a large Tennesse city.

THUMB-NAIL THEME — The story of a Tennessee orphan of ancient family, but empty purse, who preferred a youth of her own choosing from the mountains to wealth with the Peytons, incidentally thereby terminating a feud.

ADVERTISING PUNCHES.

1—Edith Roberts herself, Star of "Set Free," "The Deciding Kiss," "The Love Swindle," "Beans."

2—A feud reopened by the killing of a young Tennessee mountaineer's "Pop," and only terminated by a battle royal in which a girl takes a man's part.

3—A pet piggie who travels contentedly with its young mistress in trains, taxis and tram cars.

4—A story of the South, of tradition and of today, delightfully conceived and executed by Eugene Moore.

5—A girl handling an ancient Winchester to the queen's taste in defense of her wounded lover.

6—A strike in an industrial plant and an attack on the hard-hearted employer's own home.

7—Showing how the influence of an impetuous mountain girl changed the lives of three strong men.

8—Lovely Sue in pantalettes.

9—A girl who can shoot a man, quell a labor uprising, and fall in love with the right one.

ADVERTISING CATCH LINES.

Winsome little Edith Roberts' "pig" in the Cumberland Mountains was not blind—he was pink.

Which would you take, a frosted million-dollar pie or a romantic feud pudding?

She was a Southern aristocrat, but she loved the "pore white trash" best.

Barrels of money versus rifle barrels.

She fled from cruel wealth to courageous poverty.

HERALD FOR "SUE OF THE SOUTH."

THE PEYTONS had reopened the feud with the Peters by taking off Shad Peters' "Pop." Shad was only seventeen and pined for the education which would have given him the opportunity of seeking Sue Gordon's hand in marriage. But Sue was a Peyton, and the Peytons hated the Peters with all the strength of their Tennessee hills. Shad was afraid to go to Nashville lest his clan think him a coward.

Then Sue was sent to live with her uncle, John Peyton, a cruel, hard man of millions. He immediately took her to task for her intimacy with a Peters and so enraged the proud mountain girl that she packed up her few belongings and made her way as best she could to Shad's cabin. She came at a most exciting time for Shad. He had been attacked by the Peytons and was defending himself in true Peters fashion. The martial spirit, which seems to be so rampant in the mountain people, turned frivolous little Sue into a very Brunhilde. Poking the long rifle, which had fallen from Shad's failing hands, out of the cabin window, she all but blew the crown out of the sleek brown derby of——. Gosh! We were going to tell you who had followed Sue. But we won't do it. There's lots to the story yet, as you will see at the ..... theatre on .....

CRITICISM FOR "SUE OF THE SOUTH."

NOTHING appeals to the movie-going public more than to see some vivacious, young scamp of a girl changed from one walk of life to another, suddenly, with all the amusing mistakes and bits of clever camouflagging incident thereto. This very thing is done superbly and in an artistic way that is unsurpassed in "Sue of the South," which you saw at the ..... yesterday. Edith Roberts, winsomely garbed in long silk mits, pantalettes and the frills and furbelows of the sunny south, just because her mountain folk were too slow and easy-going to keep pace with the times after the civil war, has a hard role ahead of her when she has to act as the niece of her rich uncle, and incidentally become the champion of the cause of labor in her uncle's factory—a cause to tax any modern, young woman's brains and judgment. But Miss Roberts comes through like a thunderclap. The slow-moving life of the Cumberland mountain home of Sue is far from slow-moving in interest. Every foot of film here is rich with charm and incident that captivates the romantic fancy which everybody has stored away in their "insides." Don't miss this picture.

NOTES.

Edith Roberts, who comes to the ..... theatre in ..... in "Sue of the South," is a crack marksman. She used to shoot the necks off of swinging bottles when attending delightful week-end "outing" parties up in the Adirondacks. Wouldn't you hate to have her take aim at your feudal kinsmen?

One of the most natural actors in the cast of "Sue of the South," which comes to the ..... theatre on ..... is Edith Roberts' "piggie"—a little pink porker who was scared out of his wits when they first commenced to "film" him. He ran for his life, and, in true "greased pig style,' made a dive amongst the camera's legs and almost "gummed the party."

Just to add a touch of local color and interest to "Sue of the South," which will be seen at the ..... theatre on ....., the gun, with which Edith Roberts, the star, shoots her lover's pursuer and terminates a feud, is an old gun that is supposed to have shot five members of one family in the old Layer-Mackens feud in Kentucky.

An Open Letter to

JONES-LINNICK & SCHAEFFER

CHICAGO, ILL.

GENTLEMEN:—

Recognized as the biggest moving picture men in the great Central West, your opinion on the merits of our pictures will be of great value.

Will you therefore, as a personal favor to me, see the following Universal Special Attractions at our private projection room at 220 S. State St., and let me have your opinion of them:

Priscilla Dean in—"The Wildcat of Paris."
Dorothy Phillips in—"The Talk of the Town."
Harry Carey in—"Roped."
Priscilla Dean in—"Kiss or Kill."
Mae Murray in—"Danger, Go Slow."
Harry Carey in—"Hell Bent."
Harry Carey in—"Three Mounted Men."
Mae Murray in—"The Bride's Awakening."

If you cannot personally review these pictures, will you send a representative who has your ideas of what constitutes real pictures and have him see them?

Don't you think a picture that will play to over $3,554.00 in seven days in a 283 seat house is some picture, especially when it does almost the same proportion in another city, and then to make good measure, breaks all existing records in one of the hardest show towns in America besides—and continues to do that everywhere, where it is shown?

That's what Priscilla Dean in "The Wildcat of Paris" did and is now doing. And all our Universal Special Attractions are doing this on a trifle smaller scale everywhere.

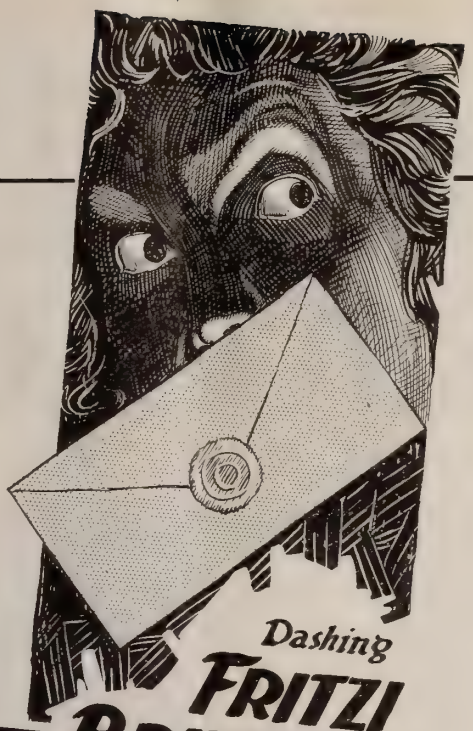
Then, too, when a director from a competitive producing company will step up and say: "Universal is making the highest excellence in pictures in the market," there must be evidence here that Universal is leading the field.

Your opinion on these productions will help me determine something new in policy. May I have your opinion as early as possible?

Cordially yours,

Carl Laemmle

Little Gem "Housepacker" Newspaper Ads



Dashing
FRITZI BRUNETTE
In the dramatic thriller
"The Sealed Envelope"

If we would tell you the plot of this picture, you'd leave your dinner and walk miles to see it. 'Twill give you a big evening's entertainment. Don't miss it.

{ (Theatre Name Here.) }

T. C. No. 68.

Do You Love Mystery?

Do you love mystery, thrills, suspense, love interest, romance and punch in feature pictures? Then by all means don't miss seeing dashing FRITZI BRUNETTE in "The Sealed Envelope." It's a gripper—the kind of a picture you just love to see. Speedier than any of 'em, and packed full o' pep.

{ (Theatre Name Here.) }

T. C. No. 69.

YOU will be surprised at the drawing power of these little newspaper ads, prepared at our expense on each release, to give you the maximum of business thru inexpensive newspaper advertising. Begin NOW and use every ad on every release. Your Exchange will furnish you mats of each ad for 20c.

UNIVERSAL FILM MFG. CO., Largest Film Mfg. Company in the Universe, Carl Laemmle, Pres., 1600 B'way, N. Y.

THE MOVING PICTURE WEEKLY
A MAGAZINE FOR MOTION PICTURE EXHIBITORS
Published Weekly by the MOVING PICTURE WEEKLY PUB. CO.
1600 BROADWAY, NEW YORK CITY
PAUL GULICK, *Editor* JOE BRANDT, *Bus. Mgr*
(*Copyright* 1919, *Universal Film Mfg. Co. All Rights Reserved*)
Vol. 7 FEBRUARY 8, 1919 No. 25

EDITORIAL

SEVERAL questions of extreme gravity confront the picture people at this time, which otherwise would be the most encouraging in years. They only go to show that eternal vigilance is the price of liberty as well as livelihood in this kaleidoscopic business. In the first place there is the new proposed war tax, which no one in the game is either able to pay or pass on to anyone else who will pay it. Then there is the imminent likelihood of the perennial local censor and the professional anthonycomstock legislator getting a new strangle-hold in the rush to reconstruct all things.

* * *

IN the endeavor to combat these harmful tendencies the National Association is the logical champion of the industry's rights. It is a pity that the exhibitors cannot feel like working through this agency as enthusiastically as do the other elements of the business. We can never arrive at any united conclusion or object by traveling on different routes and kinds of vehicles. So far as it has gone, the Association has been an agency of material progress for the industry. What it has done has been for the good of the entire industry and not for any part of it. That it has not gone further is due entirely to jealousies, selfishness and lack of harmony within its various component parts.

* * *

THE Association is wide-awake to the danger which confronts the industry in the new clause in the revenue bill assessing a tax of five per cent on rentals in addition to the ten per cent admission tax which was so hard to collect at first. That tax was successfully negotiated only when the exhibitors were forced to realize that the tax should properly come from the public. It is an unfailing revenue axiom that the tax will always be passed to the ultimate consumer. The ten per cent tax was so passed and the national legislators know that it will be if the new tax on rentals becomes a law. And if it does it will be more ruinous than a twenty per cent tax on legitimate theatre attendance: it will have to be passed on to the patrons of moving picture theatres. And it will be up to the exhibitors to actually see that the tax is collected. The legislators know that, too, although they have dressed this tax up in such a way that it is bound to confuse a lot of people. The remedy is discussed at some length on page 26.

An example of the high class posters, issued with Bluebird & Universal Features

ANOTHER problem is that of State censorship legislation. We already have all we can stand of censorship in Pennsylvania. They have been spoiling good pictures for years. Now they are trying, and with every prospect of success, to cut the heart out of "The Heart of Humanity." A new bill has been introduced at Albany. Several other States have incipient censorship troubles. Association is doing all it can to discourage such "reformations," but there is a deep-seated feeling that the success of the reformers in the liquor legislation, which is very welcome to the picture people, will embolden them to endeavor to clap on censorship, anti-Sunday showing, impossible fire protection and other measures. Keep your eyes peeled for these birds. The moment they start, let the National Association know about it as the first protective measure. And don't neglect doing all you can locally to counteract it.

* * *

LAST week the Universal had the pleasure of welcoming back three of its former employees, who had volunteered in the camouflage service. They were under the command of Lieut. Lee Lawson, who organized the corps of sixty-five men from the motion picture studios around Los Angeles at the request of Brig. Gen. Black. They were on their way to Washington, with the remainder of the regiment of 600 men, the first entire combat unit to return. They will probably be mustered out and the jobs of the Universalites are waiting for them when they reach California. Lieutenant Lawson went to California with the first company ever sent by the Universal, the old Nestor outfit. He has been continuously with them, having served most recently as technical director of the L-Ko studios. Sergt. Clarence DeWitt was a scenic artist at Universal City, and Mr. Laemmle remembers Sergt. Harry Dibber well as his chauffeur around Universal City on all his trips. The boys have seen ten months' continuous service at the front without a rest. All were wounded or gassed.

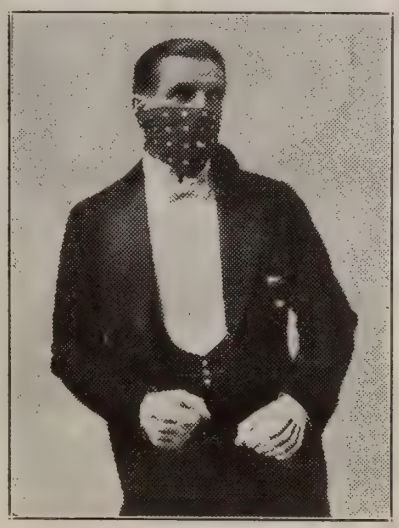
TEST WAS TOO EASY

WHEN Universal recently signed up James J. Corbett to appear in serials it was confident that it had secured a star of the first magnitude. It believed that Corbett was known to many millions of people who would anxiously await his screen appearances.

However, as a test of the former champion's popularity and to find out if people had, by any chance, forgotten what Corbett looked like, the Universal publicity department sent a picture of the star, with a bandana handkerchief covering half his face, to photoplay editors and sporting editors throughout the country with a caption, "Who Is He?" Several hundred newspapers published the cut with a brief sketch of the mysterious stranger's life.

During the past week hundreds of letters from all parts of the country have come into the Universal offices, having been forwarded by the editors, and they indicate that it takes more than a handkerchief to conceal the identity of the man who won millions of admirers by his work in the squared circle and as a star of many big theatrical successes.

One writer replied to the query by saying: "Why don't you give us something difficult? That forehead and haircomb would give Jim Corbett away if he wore whiskers and was blackened up. Anybody but a blind man would know Jim Corbett by this picture. Anybody that wouldn't recognize Jim Corbett's picture wouldn't recognize President Wilson's picture without a caption. Am waiting for Corbett's first film."



WHO IS HE?

Newspaper Editors Guessed Gentlemen Jim Right Away in Spite of Bandana Camouflage.

It is seldom, if ever, that a motion picture star's face, only half revealed, is known to so many people, before he makes his first appearance on the screen. Universal has no more doubts about Corbett's popularity and following.

Corbett is now working on the third episode of his first serial at Universal City under the direction of James W. Horne. According to Joe Brandt, who is at the Pacific Coast studios supervising the production of three serials, "Gentleman Jim" is taking to film work like a duck to water. The story of the serial, "The Midnight Man," is partially built around Corbett's own experience, though there will be no ring fights in it. The former boxer and stage star is among the first to arrive at the studios for duty in the morning and among the last to leave. So enthusiastic about his screen work is Corbett that at his Hollywood bungalow he has established a gymnasium and practices various of his proposed "stunts" with a corps of "supers" every day.

Since his arrival at Universal City Corbett has received many visitors daily, among them being a number of old friends from Los Angeles and San Francisco, in which cities Corbett explains he "got his start." Casting Director Arthur Hoyt states that he is having difficulty in obtaining "extras" to appear in scenes in which "Gentleman Jim" is required to demonstrate his fistic ability.

TAD'S INDOOR SPORTS READY

T. A. DORGAN, better known as "Tad," whose cartoon creations have brought millions of smiles and millions of new slangy expressions to Americans during the past six years, will draw animated "Indoor Sports" for forthcoming issues of the Hearst News Weeklies. It has often been said that "Tad" took up slang where George Ade left off, and as a result "Indoor Sports" has been so important a feature in daily newspapers throughout the country that it has become a part of the daily life of millions of readers. Tad's "Indoor Sports" has never failed to get a hearty laugh, and the creations of this famous cartoonist will need no introduction to screen followers.

Over 300 daily newspaper in America are publishing "Indoor Sports" cartoons, thus exhibitors in every location will receive splendid publicity.

"Tad" has been drawing these stories for the past six years. His "Indoor Sports" is a by-word. It is really a cartoon of everyday life and something that appeals to every man, woman and child.

Experiments have been conducted with the "Indoor Sport" cartoon for several months to get them just right, and it is now felt that the answer has been found to the short animated cartoon.

Not long ago "Tad" was asked for his biography, and this is the way he set it down:

Thomas Aloysius Dorgan.

Born San Francisco, April 29th, 1877. Sold papers.

Later cash boy at J. J. O'Brien's dry goods store.

Later a clerk in my old man's stationary store.

Got $3.00 a week (some weeks)

Finally got real job as fashion artist and errand boy on the San Francisco Bulletin at three bucks per.

Ran errands, helped etcher, blocked cuts, ran copy, etc

(no Unions then)

"Got Fired"

Worked six months for nothing.

Finally rolled up income to fifty iron men per week.

A. Brisbane sent for me to come to New York.

Have been in the squirrel cage here ever since.

Got my idea for Indoor Sports after reading "Life of Michael Angelo" which was a present to me from Mr. A. Brisbane.

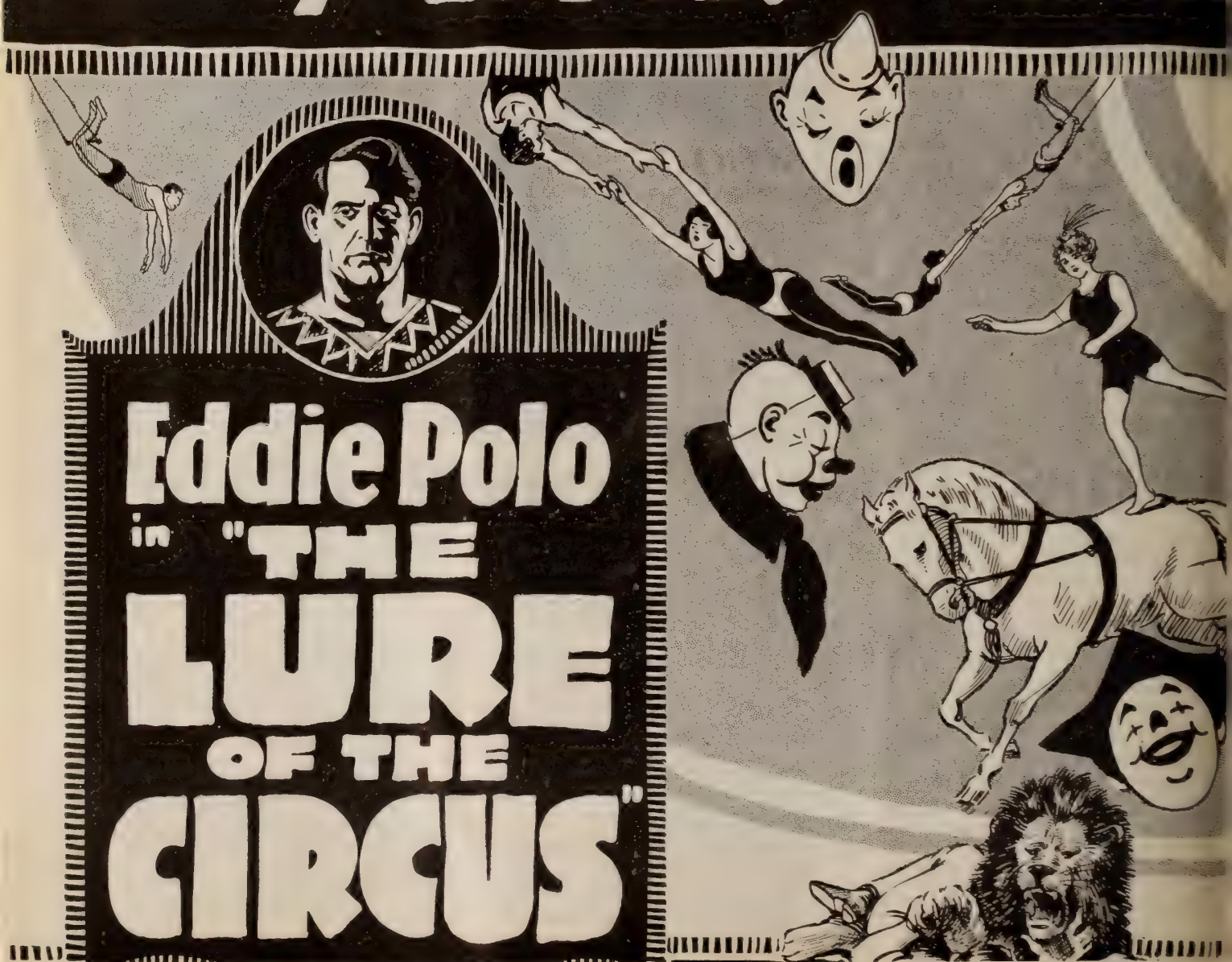
Southpaw pitcher.

Never lost a game, ball or pinochle.

Blue eyes

Married.

Which do YOU bank you
FACTS or "jus
if FACTS – then



Eddie Polo in "THE LURE OF THE CIRCUS"

Book through your nearest Universal Exchange, or communicate with the UNIVERSAL FILM MANUFACTURING CO.,

Faith on Mr. Exhibitor "Advertising" Read This

Gentlemen:
So that other exhibitors may know the success I met with on "THE LURE OF THE CIRCUS", I want to go on record stating that today we showed the first episode. The crowd at our theatre was so great that they stood for hours waiting to get in and in addition, broke down my box office.
The loss of the box office ordinarily would mean a loss to me but I am very glad to say that the receipts warranted my getting a new box office, therefore I take it upon myself to say that "THE LURE OF THE CIRCUS" is by far the greatest attraction that has ever appeared in my house.
Yours very truly,
WARREN THEATRE.
Fred R. Rumler

Largest Film Manufacturing Company in the Universe, Carl Laemmle, President, 1600 Broadway, New York City.

Marie Walcamp as Billie Geoff.

Andrew Waldron as Jim Baggott. *De la Mothe as the Vulture.* *Thomas Langham as Starr Wiley.*

Introducing the Cast o

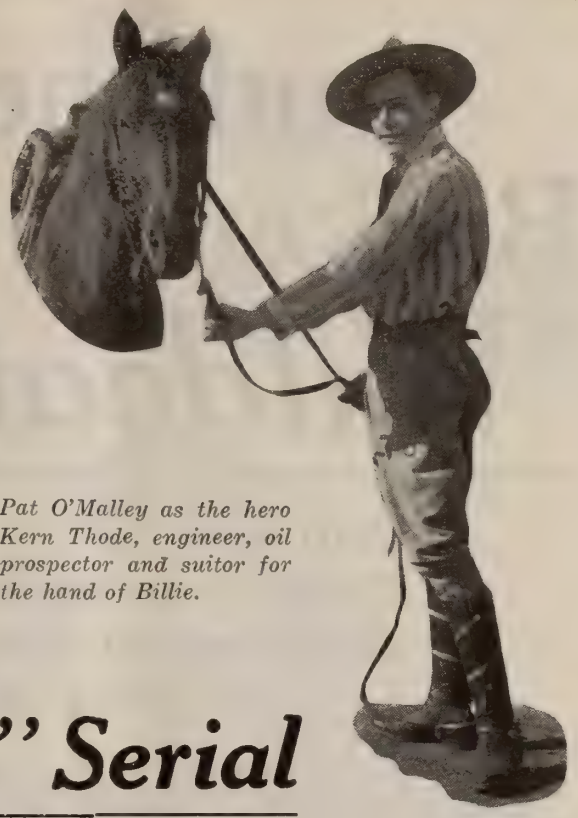
THRILLS, punches and fast moving continuity would not make a serial without a perfect cast. For that reason the casting director at Universal City was particular to select just the proper people to support Marie Walcamp in "The Red Glove" serial. Miss Walcamp herself plays the role of Billie Geoff, that is, she thought her name was Geoff and she had been brought up to believe that she was the daughter of a hardened but kindly-hearted saloonkeeper who went by the name of "Gentleman Geoff." He had brought up Billie, as he called her, in truly Western fashion, and more like a son than a daughter. She was an expert with any kind of firearm and could shoot from the hip as well as any bad man in the West. If it was a question of disarming a villain her unerring aim planted a bullet in his gun hand often before his gun was out of the holster. And how Billie could ride! Nothing on four feet had any terrors for her, whether they were inclined to buck or single foot. She was master of them all, and her spotted calico pony, once a devil with a pair of watch eyes, was as easy for her to handle as any lady's pacing palfry.

IN the very first episode Billie is called upon to drive a four-horse team at breakneck speed along the top of a precipice. It was a scene that could not be faked or duplicated, and Miss Walcamp was mighty glad of that, because the director, J. P. McGowan, was desperately afraid that some accident might befall. Miss Walcamp was not afraid at all. And the stunt, which was necessary for the ending of the episode, came off exactly as planned. So much for what Billie thought she was. In reality she was the daughter of a millionaire and the story of her bringing up forms

The Vulture and his band of disappearing warriors of "The Red Glove."

Edgar Allen as Jose, and Evelyn Selbie as Tia Juana.

Alfred Allen as Gentleman Geoff.



Pat O'Malley as the hero Kern Thode, engineer, oil prospector and suitor for the hand of Billie.

"THE RED GLOVE" Serial

several episodes of "The Red Glove." It also enables Marie to dress her character in the most approved habiliments of society, whereas we first meet her in leather divided riding skirt and corduroy shirtwaist and broad sombrero hat, boots and a 45 strapped to her hip.

THE LEADING MAN

BILLIE'S capacity for love had never been actually tested. The men with whom she had come in contact were not of the kind to arouse a girl's interest, and Starr Wiley, the double-faced agent of the Matzimar Oil Company, had paid persistent and flattering court to her, but without the slightest sign of success. Then came Kern Thode, oil mining engineer, and from the very first flash of their eyes Billie's heart trouble began. Thode was not nearly as big a man as Wiley, but he was possessed of an unquenchable spirit, a humor which was unfailing and a courage which faltered not. Incidentally, he made no attempt whatever to conceal his immense satisfaction in Billie's appearance. From his first entrance Kern Thode gave every promise of being king of Billie's heart. The role of Kern Thode is played by Pat O'Malley, who has proven in a score of photoplays that he is a perfectly good leading man and capable of making any kind of love which any heroine requires. He will be remembered for his backwoodsman role in "She Hired a Husband," in which he had to be a very rough lover in a case which required just that kind of treatment. So far as we have seen, he is perfectly capable of handling the situation in "The Red Glove."

Director J. P. McCowan, his cameramen and assistants, Miss Walcamp and the principals of the cast of "The Red Glove."

THE BIG VILLAIN

KERN THODE'S principal opponent in the business of discovering the Pool of Lost Souls in "The Red Glove" serial, and also his rival for

(*Continued on page* 34.)

Audience Records Broken at the Royal by "Wildcat of Paris"

Criticism of "THE WILDCAT OF PARIS" at the Royal Theatre, St. Louis, appearing in The St. Louis Times, the morning after the showing.

THE "Wildcat of Paris," transplanted from the hearth so beautifully and picturesquely described in romance by Hugo, Dumas and Sue, registered a riotous hit, congested traffic along Sixth street, from Olive to a point which led to the Royal Theatre, and withal smashed all preceding theatre-going attendance records, when this heart-compelling, red-blooded story of romance, ardor and action made its introduction yesterday.

It might be a broad statement to make, but, judging from the human freight which blocked the vicinity of the Royal Theatre, one could have assumed that "The Wildcat of Paris" was the only attraction in St. Louis. At 8 o'clock in the evening the crowd become so dense police found it difficult to break a path. And, within, the play winnowed its appeal into the hearts of the audience, easily registering the most pronounced hit of the season.

Of the play itself, it deserved the accord and patronage, this being attested time and again by the audible expressions of acclaim which followed every scene and every incident.

The Universal, which selected Priscilla Dean to assay the principal role, put something into this "Wildcat" production which reaches right down into the heart and arouses a feeling of the highest appreciation. There might be scenes in it which abound in an atmosphere of the salacious or risque, but it is "Paris to the very life," so what's the odds? However, we don't think it will incite any opposition from the Catholic Federation of Church Societies or from Censor Schneiderhahn.

True, it depicts vividly the war-time sins of a woman and shows the female leader of the Apache "posing" for a picture; pictures the life of the famous Apache gang, with their underworld ways, but it's native and familiar to the Latin quarters of Paris.

We have here, too, the heart of humanity, reflected in a bold, audacious way. Collette, enacted by Priscilla Dean, lived among the Apaches of Paris as the queen of a faction more lawless and desperate than other denizens of the outlaw kingdom.

She was loved violently, after the Apache fashion, by the Toad. Jean Rovel, an artist, was fascinated by the girl's marvelous beauty and after some difficulty persuaded her to pose for him.

The Toad was crazed with jealousy. A terrific, sensational fight ensues, in which the Apache queen is one of the principals. Then comes the spark that set the world aflame. And right here the story thrills. Paris was aflame with war. The crack division of the Kaiser's army was at the gates of the city.

The Paris garrison was powerless. The authorities called upon the Apaches to repel the invaders with some of the wild fury with which they had fought the police. Collette had led her outlaws against the Huns. The Kaiser's division showed its heels. Before the retreat from the Marne, however, a German officer surprised Collette in a chateau near Paris. In the house lived another beautiful girl, named Aimee, the sister of Rovel, whom Collette loved dearly. Collette proved her greatness when she sacrificed herself to the German to save Aimee for Rovel. The great Apache dance is one of the big features.

Mae Murray

Here's a real picture

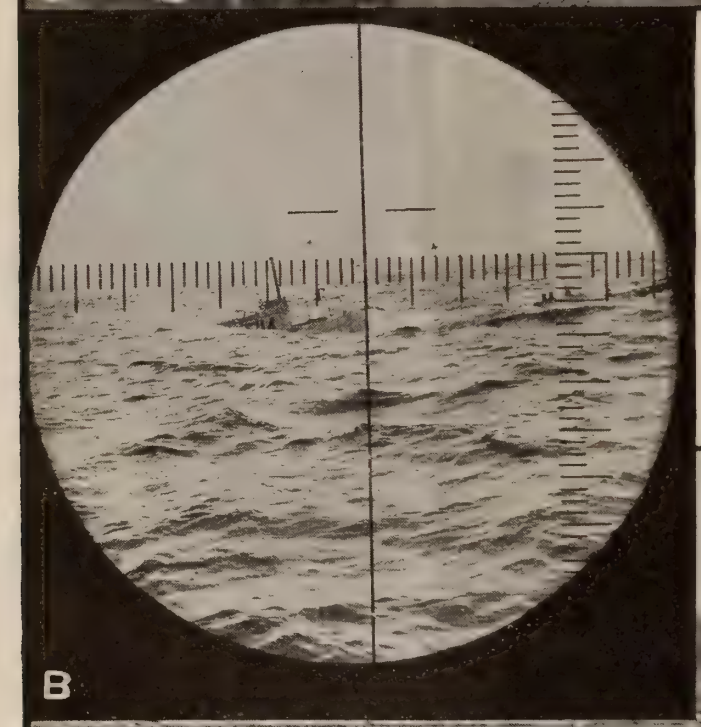
—love
—adventure
—thrills
—pathos that's lightened by laughter
—suspense that winds up in a chuckle
—startling photography
—Sumptuous settings
—and, gentlemen—
—the one and only
—MAE MURRAY

UNIVERSAL SPECIAL ATTRACTION

"Danger, Go Slow"

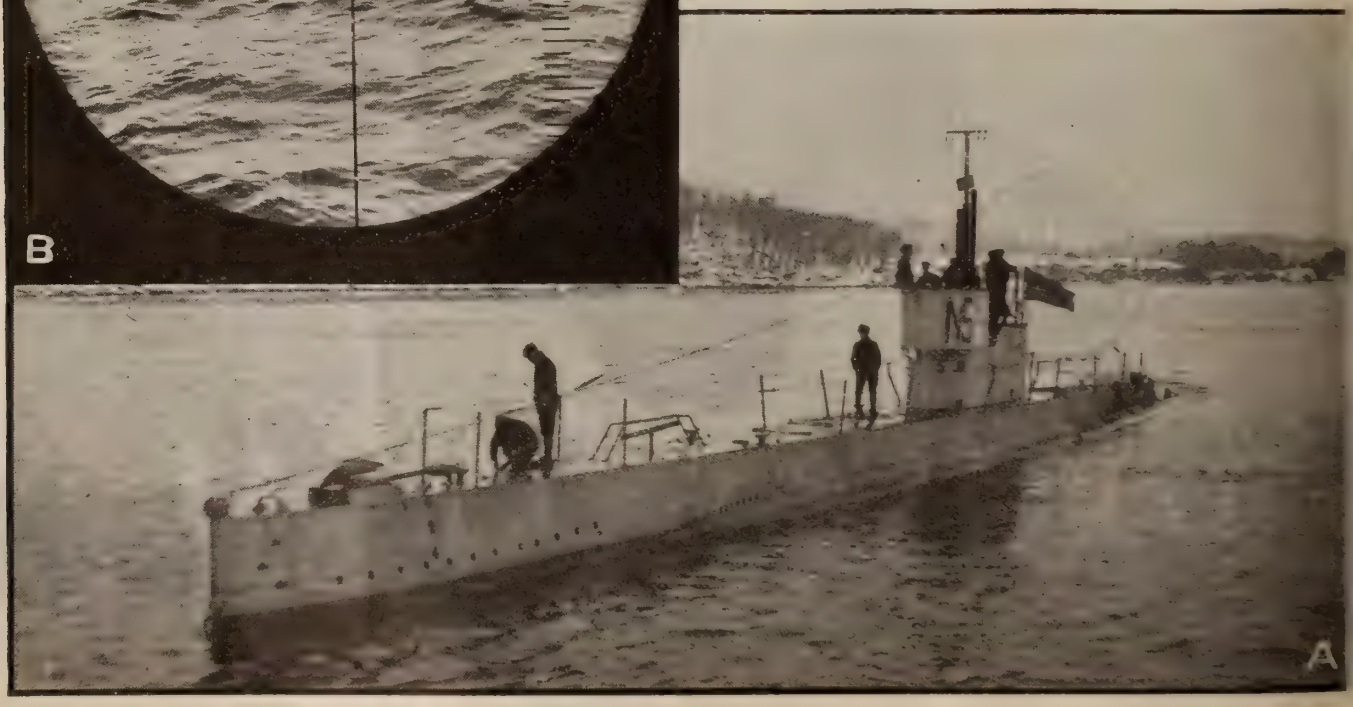
NEWS
Shot
Curren
Hears
Screen

C—*The President leaves Dover to cross the Channel to Calais. Note the fuzzy coat.* —Screen Telegram.



A—*Newest type of submarine built for the American navy. Greater than U-Boats and now shown for the first time in the news.* —Hearst News.

B—*View through periscope of a sub, showing another submarine making a smash dive.*—Hearst News.



WEEKLY from Events News Telegram

D—*Capt. Bartlett, Allan R. Harvey and Henry Woodhouse charting Bartlett's proposed arctic cruise.*

E—*Rear Admiral Peary in giant plane, shown in*

F—*which may fly to North Pole.*—Screen Telegram.

G—*Kisnop, largest steel vessel ever built in New Hampshire.*—Screen Telegram.

Read what JULIAN JOHNSON says in Photoplay Magazine about

Dorothy Phillips

IN

"The TALK OF THE TOWN"

"A LOT of things combine to make this the best UNIVERSAL in a long time—the fascination, rather than beauty, of DOROTHY PHILLIPS—Allen Holubar's generally even direction—good support and perfectly sumptuous equipment. Holubar's light effects, his compositions, his groupings and his adjustments of camera distance are all admirably managed. After all, it is the work of DOROTHY PHILLIPS which grips you. Her scope is remarkable, for she is, with apparent equal ease, a wistful, wondering fifteen-year-old—and a blase wife, all in the same picture. Here, at last, is a photoplay equal to her talents."

This is a Universal Special Attraction. Book through your nearest Universal Exchange, or Universal Film Mfg. Co., 1600 *Broadway, New York, Carl Laemmle, Pres.*

Do You Believe In Critics?

IF you follow the critics, trade press or newspaper, it will interest you to know that every picture on this list has been given unstinted praise by the most severe critics in the country. And the public, too, has given the whole list unqualified approval. Why book pictures you dont *KNOW* about when you can book one or all of these PROVED SUCCESSES?

WE GUARANTEE EVERY ONE

Dorothy Phillips in
"THE RISKY ROAD."

Mae Murray in
"THE BRIDE'S AWAKENING."

Mary MacLaren in
"THE MODEL'S CONFESSION."

Harry Carey in
"HELL BENT."

Mae Murray in
"HER BODY IN BOND."

Dorothy Phillips in
"THE MORTGAGED WIFE."

Mary MacLaren in
"BREAD."

Mae Murray in
"MODERN LOVE."

Dorothy Phillips in
"THE TALK OF THE TOWN."

Harry Carey in
"THREE MOUNTED MEN."

Priscilla Dean in
"KISS OR KILL."

Mary MacLaren in
"THE VANITY POOL."

Mae Murray in
"DANGER, GO SLOW."

UNIVERSAL SPECIAL ATTRACTIONS

AFTER THE WAR

The Photo Drama Sensation *of the* Hour

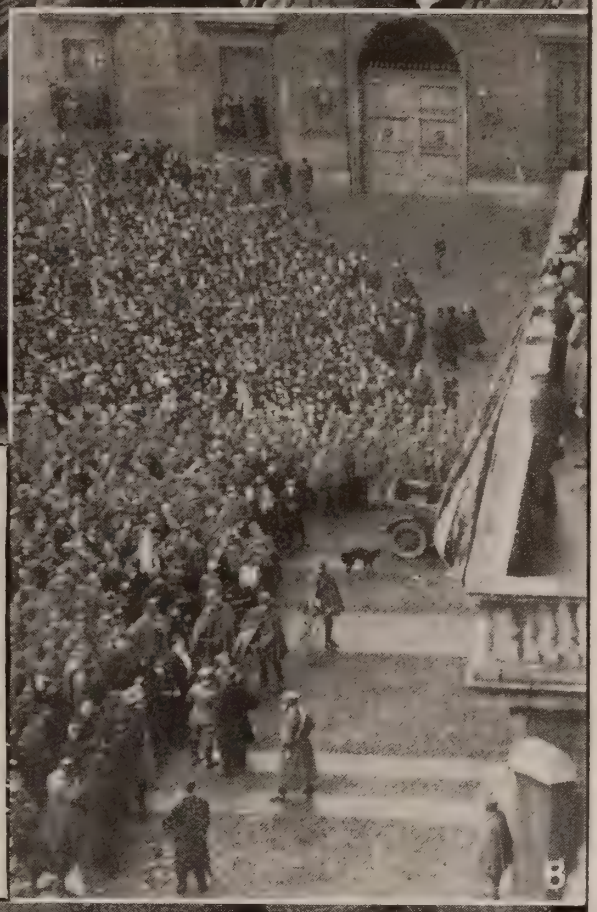
A

UNIVERSAL SPECIAL ATTRACTION

BIG DRAMAS—big man-and-wife questions—tense, gripping and human—have come to us from the war in Europe, but nothing so big, nothing so powerful and true as "AFTER THE WAR." Your people know the strange and unavoidable situation which to-day appalls society abroad—you won't have to do more than announce this absorbing picture of it.

"AFTER THE WAR" was originally owned by the Argosy Film Company. It was made a UNIVERSAL SPECIAL ATTRACTION because it is one in every sense of the word.

Book thru your nearest Universal Exchange, or communicate with the UNIVERSAL FILM MANUFACTURING COMPANY, Largest Film Manufacturing Company in the Universe, Carl Laemmle, President, 1600 Broadway, New York.



WILSON IN COLISEUM

Scenes from Universal Current Events, showing the President and Mrs. Wilson in the oldest ampitheatre of Rome.

Gun-stuff! **Good-night!**

The day when gun-play, pure and simple, could put a Western drama over, is gone forever.
The impossible, grim-mouthed, super-deadly hero, who just naturally scares all his enemies plumb to death—thank Heaven, he's gone, too—laughed off the screen.

People want human stuff

They want the hero to get into dern fool fixes once in a while—just like themselves—and get out of 'em!

People want human HARRY CAREY

And human HARRY CAREY never had a humaner play in his whole life than "ROPED." Book this picture.

HARRY CAREY

IN

"Roped"

A UNIVERSAL SPECIAL ATTRACTION

MARY MAC LAREN IN "CREAKING STAIRS"

A UNIVERSAL SPECIAL ATTRACTION

Mary Mac Laren

in

RUPERT JULIAN'S

MASTER SUSPENSE DRAMA

"CREAKING STAIRS"

A Genuine Thriller!

You'll be right there...in the room with them!

UNIVERSAL SPECIAL ATTRACTION

Harry Carey
"Roped" "Hell Bent"
"Three Mounted Men"

Priscilla Dean
"Kiss or Kill"
"The Wildcat of Paris"

Dorothy Phillips
"The Talk of the Town"

Mae Murray
"Danger-Go Slow"

HERE is a thought for Exhibitors.

This Company *does not imitate.*

The pictures that other people make *do not interest us.* The only producers we compete with are — *ourselves.* The only standards that we know are— *our own.* And these standards step forward with each and every Universal Special Attraction that we make. The

UNIVERSAL SPECIAL ATTRACTIONS

that we are producing today are the best that anyone in the world can produce—today. Tomorrow, they will be *better* — because we are constantly making them better.

You—who want the best the market can produce—introduce this group of *unusual productions* to your people. *They* will never see anything more interesting while *you* will find few things more profitable.

Carl Laemmle

President

Universal Film Mfg. Company

The Largest Film Mfg. Concern in the Universe

1600 BROADWAY NEW YORK CITY

TWO SUPERB BOX OFFICE ATTRACTIONS

PRISCILLA DEAN in "Kiss or Kill"

IF there's any one particular thing that the Universal Film Manufacturing Company has learned in its long and successful career in this business it's the fact that no amount of printer's ink can make a Star —if the Star hasn't got the goods.

But if the Star has the ability, has the good looks, has the personality, that alone can make a Star—then you needn't worry about your advertising arguments—her name and her picture will be enough.

We haven't tried to cram Priscilla Dean down your throats. We've waited. And now Priscilla Dean is a Star—the new Star of the screen, if you want to know it—and she's done it all by herself. Book her in "KISS OR KILL." Priscilla Dean's day is here.

UNIVERSAL SPECIAL ATTRACTION

Question!--What are you going to do when you know you can't collect the proposed five per cent. additional WAR TAX?

Answer: PROTEST!

AT a meeting of the executive committee of the National Association of the Motion Picture Industry, held last Saturday afternoon, it was decided to institute a nation-wide campaign of protest against the proposed tax of five per cent on all motion picture rentals, as provided under the new Federal revenue bill now before the conference committee of Congress.

This five per cent tax is levied on the price which the motion picture theatre owners pay for film each week. It is in addition to the ten per cent tax which is levied on the admission price to the theatre. Naturally, both taxes will eventually be paid by the public in the form of higher admission prices.

The conference committee of Congress last week rescinded its action in doubling the tax on the admission price to legitimate theatres, vaudeville and opera, and high executives of the motion picture industry can see no reason why this highly unjust and discriminatory tax against the motion picture theatre, which provides practically the only form of popular entertainment for the mass of the people, should become a part of the law.

When this tax was first included in the present revenue bill the country was at war, and while the motion picture industry looked upon it as unjust and a form of special taxation, no emphatic protest was made. Since the armistice was signed, however, the injustice of the measure has been brought to the attention of the members of the Senate Finance ommittee and the Ways and Means Committee of the House. The arguments were ably presented by eminent counsel retained by the Association. This method having failed, the National Association has put the issue squarely up to the great mass of the people of the country in an effort to determine whether or not they are in favor of having their most popular form of amusement discriminated against in this manner.

Lengthy telegrams of five hundred words were sent out Saturday afternoon to the forty-eight State chairmen of the National War Council of the Association, advising them to relay the telegrams over their own signature to every motion picture theatre owner in their State. The same telegram was also sent to Peter J. Schaefer, president of the Motion Picture Exhibitors' League of America, with instructions to send it to the president of every local exhibitor organization in the country.

These telegrams told in detail the danger of the present situation and pointed out most emphatically that if Congress made this provision of the bill a law it would force every exhibitor in the country to raise his price of admission. The telegrams also instructed the theatre owner to place the issue squarely before his patrons and to obtain an expression of opinion as to whether or not they were in favor of having the price of admission to the motion picture theatre raised in order to pay this tax.

It was pointed out that there was no more reason for placing this tax on film rentals than there was for taxing scenery and properties of a stage production, and that consequently the tax on film rentals is not only a discrimination against the motion picture, but it is likewise a tax upon the masses of the people, whereas no such tax is imposed upon the comparatively few who attend the high priced legitimate theatres and the opera.

The exhibitors were instructed in detail the methods to be pursued in placing this issue before their audiences, were advised to engage four-minute speakers capable of presenting the arguments against the tax briefly, yet forcibly. They were likewise given the form of a petition for their audiences to sign and forward to the conference committee of Congress.

Arthur H. Friend, treasurer of the Famous Players-Lasky Corporation, and one of the best versed lawyers in the photoplay business, said when questioned on this subject:

"I believe that this is the most unjust and discriminatory tax that Congress ever endeavored to make into a law, and in placing this issue squarely before the people of the country I believe that they will make it their fight. Every decent American will resent Congress excusing the wealthy opera patron from paying his twenty per cent admission tax and at the same time making the purchaser of a ten-cent ticket to a motion picture theatre pay a twenty per cent tax, which is exactly what this renal tax of five per cent plus the regular ten per cent admissions tax will equal. This country is still ruled by public opinion and the motion picture industry in placing this issue squarely before the public does so in the firm belief that the public will decide wisely and justly and in such an emphatic manner that Congress will abide by that decision.

Colorado Legislators Endorse "THE HEART OF HUMANITY"

G. A. Metzger invites law-makers in session at Denver to witness special showing — Accept in a body and pass resolution of endorsement and appreciation.

THERE is nothing like having the real people at a private showing of an important picture. At least that's what Gus A. Metzger, the new district manager of the Universal Exchanges of the Northwest, believes. When he decided to hold a private pre-showing of "The Heart of Humanity" in Denver his first thought was to invite the mayor of the city, the governor of the state and the members of the state legislature which was then in session. Therefore a formal invitation from Mr. Metzger was sent by duly accredited messenger to the legislature, was received, accepted and recorded in the minutes. Here is the record from the House Journal, Sixteenth Day, January 16, 1919:

The following invitation was received and read:

To the Honorable Members of the House of Representatives, Twenty-second General Assembly, Denver, Colorado:

Gentlemen—It is with pleasure that we extend to you an invitation to view our wonderful motion picture production, entitled, "THE HEART OF HUMANITY." This production was directed by Allen Holubar, starring Miss Dorothy Phillips, took one year and a half in the making and the cost of the negative was $350,000.00. This is by far the costliest motion picture ever placed upon the American market. We trust that your Honorable body will accept this invitation.

The screening of "THE HEART OF HUMANITY" will take place at the Isis Theatre, 1726 Curtis Street, at 11 p. m., Friday, January 17. A special program of music will be rendered on the Isis Theatre's large Hope Jones organ, by the premier organist, H. I. Keats.

Yours very truly,
UNIVERSAL FILM MFG. CO.,
G. A. METZGER,
Special Representative.

Mr. Owen moved that the invitation be received and accepted by the House.

Seconded by Mr. Kelly (Chaffee).

Motion carried.

The special showing was held at the Isis Theatre at midnight on January 17. In spite of the lateness of the hour and the short invitation the interest in the showing was so great that 400 legislators and their wives attended.

In addition to the legislators several Red Cross units were represented by their executives, city officials, newspapermen, and many exhibitors viewed the Jewel picture.

So enthused were the reviewers that the following day brought some exceptional praise from the press, and in the legislature a resolution, thanking the Universalites and the theatre management for the invitation to and the presentation of "The Heart of Humanity," was unanimously passed.

The following resolution was introduced and read:

House Resolution No. 8, by Messrs. Owen, Kelly (Chaffee) and Dolan:

Whereas, The Jewel Production Co., Inc., of New York, through their Denver representatives, Mr. Edward Armstrong and Mr. G. A. Metzger, extended an invitation to the House of Representatives of the Twenty-second General Assembly to a private screening of their motion picture, entitled, 'THE HEART OF HUMANITY," produced by Allen Holubar, presenting Miss Dorothy Phillips as the star, and as it is the most wonderful motion picture production of the past decade and the costliest motion picture which has ever been presented to the American public; and,

Whereas, This private screening was witnessed by practically the entire membership of the House of Representatives and their families, thereby giving them a great deal of pleasure.

The musical interpretation of "THE HEART OF HUMANITY," as rendered by Mr. Keats, was truly wonderful.

Now, therefore, be it resolved, That the House of Representatives extend a vote of thanks to the Jewel Production Co. for their kindness in inviting the members of the Twenty-second General Assembly to witness this production, and that a copy of these resolutions be sent to Mr. Edward Armstrong and Mr. G. A. Metzger, and also to Mr. H. I. Keats, the organist of the Isis Theatre.

Mr. Dolan moved the adoption of the resolution.

Seconded by Mr. Kelly (Chaffee), and carried by *viva voce* vote.

Never before in the history of Colorado has a special showing of any film brought such a resolution to the floor of the legislative chamber. Neither has any film feature received such glowing tributes as were paid to "The Heart of Humanity" by the legislators and others present, prior to the first public showing.

Several Denver exhibitors are bidding for first run of the big Jewel drama, but so far no dates have been set for the initial public showing of the film in the Colorado metropolis.

It is expected that "The Heart of Humanity" will also be shown before the state legislature of Utah and Washington in the near future. Mr. Metzger is busy making arrangements for them now.

CAMOUFLEURS BACK.

LIEUTENANT LEE LAWSON, former technical director; Sergeant Clarence DeWitt and Sergeant H. Divver, former employees of the Universal City studios, were among those who returned to America last week on board the "Goentoer," an English merchant ship, which carried 1,200 Americans from Brest, France to New York.

Lawson, DeWitt and Divvers were members of the camouflage regiment, placed with the 40th Engineers, and which has served for over ten months along the entire fighting front, constantly under fire. Lieut. Lawson, at the time America entered the war, organized a camouflage platoon of sixty-five men among the scenic artists, directors, sculptors and chauffeurs at Hollywood and Los Angeles and took the men to Washington, D. C., where they received their preliminary training.

All These Theatres Use Universal Current

LOEW THEATRES

VICTORIA	DELANCEY
GREELEY	NEW ROCHELLE
LINCOLN	AVENUE B
METRO	HOBOKEN
AMERICAN	NEW YORK
DE KALB	42ND ST.
PALACE	B'WAY
FULTON	116TH ST.
WARWICK	86TH ST.
ORPHEUM	WEST END
BOULEVARD	CIRCLE
NATIONAL	BIJOU

American, 910 Manhattan Ave., Brooklyn.
Art, 1077 So. Blvd., City.
American Movies, 31 Second Ave., City.
Academy of Music, 14th St. & 3d Ave., City.
Amphion, 437 Bedford Ave., Brooklyn.
Atlantic, 116th St. & 8th Ave., City.
Apollo, 747 E. 180th St., City.
Arena, 8th Ave. & 40th St., City.
Arena, Astoria, L. I.
Avon, 289 9th St., Brooklyn.
Ampere, East Orange, N. J.
Arch, 402 3d Ave., City.
Amity, Spring Valley, N. Y.
American, E. 92d St. & Flatbush Ave., Bkn.
American, Newark, N. J.
Auditorium, Harrison, N. Y.
Audubon (Fox's), 165th St. & B'way, City.
Bunny, 146th St. & B'way, City.
Bunny, 314 Flatbush Ave., Brooklyn.
Broadway, Newburgh, N. Y.
Belleville, 80 Belleville Ave., Newark, N. J.
Broadway, 41st & B'way, City.
Bijou Dream, Newark Ave., Jersey City, N. J.
Bronx Strand, 827 Westchester Ave., City.
Hopkinson, 482 Hopkins Ave., Brooklyn.
Boston Hotel, Coney Island, N. Y.
Booth, 180th St. & Boston Rd., City.
Bushmann, 110th & Manhattan Ave., City.
Bishop, Hoboken, N. J.
City Hall, Park Row, City.
Bayard, Bowery, City.
Beauty, 1324 Amsterdam Ave., City.
Belle Paree, 414 E. 149th St., City.
Brevoort, Bedford Ave. & Brevoort Pl., Brooklyn.
Broadway, Yonkers, N. Y.
Band Box, 990 So. Orange Ave., Newark, N. J.
Bronx Golden Rule, 3873 3d Ave., City
Comedy, 46 E. 14th St., City.
Court, Newark, N. J.
Columbia, Far Rockaway, L. I.
Classic, 564 W. 181st St., City.
Comedy, Fulton St., Brooklyn.
Concord, 3192 Fulton St., Brooklyn.
City, 510 1st St., Hoboken, N. J.
Crescent, Chrome, N. J.
Cozy, 124th St. & 8th Ave., City.
City, Highland Falls, N. Y.
Castleton, Staten Island, N. Y.
Colonial, 5th Ave., Brooklyn.
Central, 771 9th Ave., City.
Claremont, 135th St. & B'way, City.
Comedy (Fox's), 194 Grant St., Brooklyn.
Cohen's, Poughkeepsie, N. Y.
Crescent, Ridgefield Park, N. J.
Casino, 554 Newark Ave., Jersey City, N. J.
Comedy, 1931 B'way, City.
Carlton, 292 Flatbush Ave., Brooklyn.
Carlton (Fox's), Market St., Newark, N. J.
Colonial, 1746 B'way, Brooklyn.
City, 14th St. & Irving Pl., City.
Criterion, Central Ave., Newark, N. J.
Cortelyou, 1524 Cortelyou Rd., Brooklyn.
Crown, Ditmas & Gravesend Ave.,Brooklyn.
Casino Playhouse, 144 2d Ave., City.
Crescent, 1175 Boston Rd., City.
Crotona, 177th & Park Ave., City.
Concourse, 207 Fordham Rd., City.
Costello, Ft. Washington & 159th St., City.
Carney Hall, Columbia Ave., Grantwood, N. J.
Dyckmann, 207th St. & Sherman Ave., City.
Dome, 117th St. & 3d Ave., City.
Ditmas, 115 Ditmas Ave., Brooklyn.
De Luxe, 404 S. Orange Ave., Newark, N. J.
Decatur, 1676 B'way, Brooklyn.
Duffield, 249 Duffield St., Brooklyn.
Decatur, 610 Hamburgh Ave., Brooklyn.
Eureka, 259 1st Ave., Hoboken, N. J.
Cherokee, 1556 1st Ave., City.
East Side Beauty, Ave. A & 15th St., City.
Eden, 201 Atlantic Ave., Brooklyn.
Elite, Montauk & Pitkin Aves., Brooklyn.
Elsmere, 1924 Crotona Parkway, City.
Empress, St. Nicholas & 181st St., City.
Eagle, 43d St. & 16th Ave., Brooklyn.
Empire, Red Bank, N. J.
Elkwood, 1516 Southern Blvd., Bronx.
Eagle, 1852 3d Ave., City.
Eden, 5th Ave., Brooklyn.
Evergreen, Myrtle & Evergreen Aves., Bkn.
Empire, 161st St. & Westchester Ave., City.
Flatbush, Brooklyn.
Flushing, Flushing, L. I.
Auditorium, t. Lee, N. J.
Franklin, 440 Lenox Ave., City.
Franklin, Franklin & De Kalb Aves., Bkn.
Fulton Auditorium, 1298 Fulton St., Bkn.
Forrest Hill, Newark, N. J.
Fulton, New Brighton, Conn.
Fox's Bayridge, Bayridge, N. Y.
Fox's Folly, Brooklyn.
Fox's Bedford, Bedford Ave. & Bergen St., Brooklyn.
Fox's Ridgewood, Brooklyn.
Grand, 3d Ave. & 46th St., Brooklyn.
Golden Rule, Rivington St., City.
Greenpoint, 257 Driggs Ave., Brooklyn.
Windsor, 823 3d Ave., City.
Garden, 740 Manhattan Ave., Brooklyn.
Garden, 393 Grand St., Brooklyn.
Greenwich, 121 Christopher St., City.
Grand, 16th St. & Springfield Ave., Newark, N. J.
Garden, Newark, N. J.
Grand, Kearney, N. J.
Grant, 11 W. 116th St., City.
Glen, Glen Cove, L. I.
Garden, Paterson, N. J.
Grand, Long Branch, N. J.
Grand Central, 43d St. & 3d Ave., City.
Gem, 529 8th Ave., City.
Garden, Richmond Hill, L. I.
Hamilton, Yonkers, N. Y.
Harlem Fifth Ave., 110th St. & 5th Ave., City.
Hamilton, 149th St. & B'way, City.
Hanover, 571 Fulton St., Brooklyn.
Happy Hour, 234 Columbia St., Brooklyn.
Henderson, Surf Ave., Coney Island, N. Y.
Hendrix, Hendrix & Pitman Ave., Brooklyn.
Hooper, 373 So. 4th St., Brooklyn.
Hamilton, 165 Hamilton Ave., Brooklyn.
Huntington, 284 Hamilton Ave., Brooklyn.
Harlem Strand, 115 E. 125th St., City.
Hudson, 157th St. & Amsterdam Ave., City.
Holland's Rockaway, L. I.
Imperial, 689 Halsey St., Brooklyn.
Ideal, 14th St., Brooklyn.
Jefferson, 14th St. & 3d Ave., City.
Joyland, 2078 3d Ave., City.
Jefferson, 811 Myrtle Ave., Brooklyn.
Fox's Jap. Garden, 110th St. & B'way, City.
Fox's Jamaica, Brooklyn.
King, 3d Ave. & 125th St., City.
Chester, 1671 Pitkin Ave., Brooklyn.
Keystone, 110th St. & B'way, City.
Lyceum, Stamford, Conn.
Lyric, Kingston, N. Y.

BOOKED FROM THI

Lyceum, 290 Sp'gfield Ave., Newark, N. J.
Lyric, 535 E. Jersey St., Elizabeth, N. J.
Lyric, 211 Market St., Newark, N. J.
Lyric, 134 Main St., Rahway, N. J.
Loew's Ent., 1493 B'way, City.
Lyceum, 906 3d Ave., City.
La Rochelle, New Rochelle, N. Y.
Lyric, 202 W. Front St., Plainfield, N. J.
Ferber's, Lakewood, N. J.
Lyric, Bayonne, N. J.
Linden, 815 Flatbush Ave., Brooklyn.
Lee Roy, Fulton St., Brooklyn.
Lyceum, Bayonne, N. J.
Lincoln, 58 W. 135th St., City.
Lyric, 800 Union St., Brooklyn.
Lincoln, Bloomfield, N. J.
Lyons Park, Morris Park, N. J.
Lincoln, 516 Hackensack Plank Rd., Union Hill, N. J.
Liberty, 184 Ferry St., Newark, N. J.
Lyric, 4367 3d Ave., City.
Little, Tuckahoe, N. Y.
Liberty, 47 Newark Ave., Jersey City, N. J.
Lyric, Butler, N. J.
Lafayette, Brooklyn.
Liberty, Elizabeth, N. J.
Lyceum, Nyack, N. Y.
Midwood, 1307 Ave. J, Brooklyn
Miracle, 752 Melrose Ave., City.
Edwards, East Hampton, L. I.
Morningside, 116th St. & 8th Ave., City.
Manor, Woodhaven, L. I.
Majestic, 185th Stfl & St. Nicholas Ave., City.
McKinley Square, 169th St. & Boston Rd., City.
Metropolitan, 168 Manhattan Ave., Bklyn.
Cedar, Richmond Hill, L. I.
Miller, 357 Saratoga Ave., Brooklyn.
Metro, Front St., Greenpoint, L. I.
M. & S., 8 Delancey St., City.
Madison, 1882 Madison Ave., City.
Music Hall, Tarrytown, N. Y.
Marcy, B'way & Marcy Ave., Brooklyn.
Majestic, 2903 Jamaica Ave., Richmond Hill, L. I.
Monticello, Monticello Ave., Jersey City, N. J.
Metuchen, Metuchen, N. J.
Movies, 248 W. 14th St., City.
Marathon, 188 Prospect Park West, Bklyn.
New Haven Office.
Nicoland, 3220 3d Ave., City.
Nat'l Wintergarden, 111 E. Houston, City.
New Meriden, Astoria, L. I.
M. & S., 31 2d Ave., City.
Novelty, 683 6th Ave., City.
National, 182 Belmont St., Newark, N. J.
Nostrand, 657 Nostrand Ave., Brooklyn.
New 14th St., 235 E. 14th St., City.
New Apollo, Jackson Ave., Jersey City, N. J.
Nemo, Closter, N. J.
U. S. Naval Res., Bay, 17th St. & Cropsey Ave., Brooklyn.
Classique, Fulton St. & Marcy Ave., Bklyn.
New Albany, 1070 St. Johns Pl., Brooklyn.
Orient, 111 W. 125th St., City.
Orpheum, 2d Ave. & 8th St., City.
Osceola, 258 St. Anns Ave., City.
Odeon, 145th St. & 8th Ave., City.
Orpheum, Yonkers, N. Y.
Opera House, Central Moriches, L. I.
Odeon, 58 Clinton St., City.
Oxford, 552 State St., Brooklyn.
Orient, 650 Ocean Ave., Jersey City, N. J.
Olympic, 342 Adams St., Brooklyn.
Opera House, New Brunswick, N. J.

Events, Hearst News & Screen Telegram

BIG U. EXCHANGE

Opera House, Kingston, N. Y.
Playhouse, Hudson, N. Y.
Peerless, 5612 5th Ave., Brooklyn.
Pleasant Hour, 168 Passaic St., Passaic, N. J.
Plaza, Grove St., Freeport, L. I.
Pictorium, 941 E. 180th St., City.
Peerless, 314 E. 138th St., City.
Preventorium, Farmingdale, N. J.
Plaza, 517 Westside Ave., Jersey City, N. J.
Parkside, 728 Flatbush Ave., Brooklyn.
Palace, 133 Essex St., City.
Pleasureland, 1272 B'way, Brooklyn.
Strand, Tarrytown, N. Y.
Palace, 2404 2d Ave., City.
Park View, 15th & Prospect Park West, Brooklyn.
New Parkway, 243 Schenectady Ave., Bklyn.
Plaza, 301 Grand St., Brooklyn.
Prospect, Prospect Ave., Bronx.
Progress, 118 Graham Ave., Brooklyn.
Progress, 1892 3d Ave., City.
Playhouse, Arlington, N. J.
Park, East Rutherford, N. J.
Paradise, 167th St. & Teller Ave., City.
Palace, Huntington, L. I.
Palace, Corona, L. I.
Palace, 1316 St. Nicholas Ave., City.
Playhouse, So. 4th Ave., Mt. Vernon, N. Y.
Parkway, 1163 Jamaica Ave., Woodhamen, L. I.
Palace, 14th St. & 7th Ave., Brooklyn.
Park, Rockaway Park, L. I.
Plainfield, Plainfield, N. J.
Rialto, Stamford, Conn.
Riverdale, Yonkers, N. Y.
Royal, 419 Broad St., Newark, N. J.
Rex, 217 E. 67th St., City.
Reel, 281 Graham Ave., Brooklyn.
Regent, 232 13th Ave., College Point, L. I.
Royal, 841 Elizabeth Ave., Elizabeth, N. J.
Victoria, Ossining, N. Y.
Regent, 116th St. & 7th Ave., City.
Regent, 250 Jackson Ave., Jersey City, N. J.
Rose, 102d St. & Amsterdam Ave., City.
Regun, 116th St. & Lenox Ave., City.
Royal, Perth Amboy, N. J.
Regent, 1215 Fulton St., Brooklyn.
Rialto, Passaic, N. J.
Regent, Clifton, N. J.
Riviera, 97th St. & B'way, City.
R. V. C., Rockville Centre, L. I.
Rivoli, 49th St. & B'way, City.
Strand, B'way & 47th St., City.
Stratton, Middletown, N. Y.
Sylvia, 513 50th St., Brooklyn.
Savoy, 112 W. 34th St., City.
Summit Ave., Summit Ave., W. Hoboken, N. J.
Sheriden, 1149 Liberty Ave., Brooklyn.
Strand, Portchester, N. Y.
Scenic, 500 Atlantic Ave., Brooklyn.
St. Joseph's Hall, 155 Ashburton Ave., Yonkers, N. Y.
Strand, New Brunswick, N. J.
Sheffield, 308 Sheffield Ave., Brooklyn.
Strand, Orange, N. J.
72d St. Playhouse, 346 E. 72d St., City.
Schuyler, 83d St. & B'way, City.
Superior, 403 E. 81st St., City.
Strand, Market St., Newark, N. J.
Symphony, B'way & 95th St., City.
Savoy, Newark, N. J.
Strand, White Plains, N. Y.
Strand, Bayonne, N. J.
Star, 107th St. & Lexington Ave., City.
Tremont, 1942 Webster Ave., City.
T. N. F., E. 16th St. & Newkirk Ave., Brooklyn.
Tip Top, 357 Hamburgh Ave., Brooklyn.
Terminal, Newark, N. J.
Tiffany, 1007 'Tiffany St., City.
Temple, Union Hill, N. J.
Unique, Patchogue, L. I.
U. S., 195th St. & Webster Ave., City.
Universal, Bowery & Hester St., City.
16th St., 16th St. & 5th Ave., Brooklyn.
U. S., 856 Gates Ave., Brooklyn.
U. S. City, 127 North St., Newark, N. J.
U. S. Photoplay, 284 aMin St., Paterson, N. J.
Victor, 1187 1st Ave., City.
Vernon, 4th St. & Vernon AAve., L. I. City.
Variety, 110 3d Ave., City.
Venice, Park Row & Bowery, City.
Victoria, 257 S. Orange Ave., Newark, N. J.
Vermont & Miller, Pitkin & Vermont Sts., Brooklyn.
Village, 115 8th Ave., City.
Victor, 128 Hamburgh Ave., Newark, N. J.
Vassar, Poughkeepsie, N. Y.
Washington, 137 aMin St., Paterson, N. J.
Webster, City.
Washington, 149th St. & Amsterdam Ave., City.
White House, 2 Whipple St., Brooklyn.
Windsor Terrace, 1224 Prospect Ave., Bkn.
West End, 52d St. & New Utrecht Ave., Brooklyn.
Windsor, 412 Grand St., City.
Wilson, Bergenline Ave., Jersey City, N. J.
Yorkville Casino, 86th St. & 3d Ave., City.
Ye Drury Lane, 615 8th Ave., City.
Star, Meriden, Conn.
Strand, Bridgeport, Conn.
Gem, Naugatuck, Conn.
Royal, Chicopee Falls, Mass.
Opera House, Winsted, Conn.
Bijou, Bridgeport, Conn.
Palace, Bridgeport, Conn.
Pequot, New Haven, Conn.
Bostwick, Bridgeport, Conn.
White Way, New Haven, Conn.
Pastime, Chicopee, Mass.
Strand, Springfield, Mass.
Alhambra, Torrington, Conn.
Dreamland, New Haven, Conn.
Barnum, Bridgeport, Conn.
Dixwell, New Haven, Conn.
Life, New Haven, Conn.
Palace, Windsor Locks, Conn.
Town Hall, Ridgefield, Conn.
Top Notch, Beacon Falls, Conn.
Opera House, Wallingford, Conn.
Empire, Bridgeport, Conn.
Rialto, Waterbury, Conn.
Poli Palace, New Haven, Conn.
Poli, Hartford, Conn.
Poli, Springfield, Conn.
Majestic, Hartford, Conn.
Holyoke, Holyoke, Mass.
Lyceum, New Britain, Conn.
Grand, Middletown, Conn.
Hippodrome, Bridgeport, Conn.
Bristol, Bristol, Conn.
Liberty, Bridgeport, Conn.
Mahaiwe, Great Barrington, Mass.
American, Bridgeport, Conn.
Strand, Walnut Beach, Milford, Conn.
Shelton, Shelton, Conn.
Lawrence, New Haven, Conn.
De Witt, New Haven, Conn.
Tremont, Ansonia, Conn.
Park, Hartford, Conn.
Crown, Hartford, Conn.
Bijou, Holyoke, Conn.
Opera House, Wallingford, Conn.
Tremont, Ansonia, Conn.
Hippodrome, Bridgeport, Conn.
Elite, Bridgeport, Conn.
Lyceum, New Britain, Conn.
Pequot, New Haven, Conn.
Orpheum, Bridgeport, Conn.
Majestic, Easthampton, Conn.
Strand, Pittsfield, Mass.
Strand, Bridgeport, Conn.
Life, Meriden, Conn.
Globe, New Haven, Conn.
Dixwell, New Haven, Conn.
Lyric, New Haven, Conn.
Carroll, Waterbury, Conn.
Lawrence, New Haven, Conn.
Alhambra, Torrington, Conn.
White City, New Haven, Conn.
Dreamland, New Haven, Conn.
Top Notch, Beacon Falls, Conn.
Palace, Windsor Locks, Conn.
Winchester, New Haven, Conn.
Alhambra, Waterbury, Conn.
White Way, New Haven, Conn.
Pastime, Chicopee, aMss.
Garden, Springfield, Mass.
Crown, Hartford, Conn.
Crystal, New Haven, Conn.
Scenic, New Britain, Conn.
Garden, Waterbury, Conn.
Bijou, New Haven, Conn.
Orpheum, West Haven, Conn.
Princess, Hartford, Conn.
Empire, Bridgeport, Conn.
Poli, Springfield, Mass.
Strand, Bridgeport, Conn.
Middlesex, Middletown, Conn.
Park, Hartford, Conn.
Bijou, Holyoke, Mass.
Taylor Opera House, Danbury, Conn.
Shelton, Shelton, Conn.
Strand, Walnut Beach, Milford, Conn.
Garden, New Haven, Conn.
Bristol, Bristol, Conn.
West End, Bridgeport, Conn.
American, Bridgeport, Conn.
De Witt, New Haven, Conn.
Amusu, 577 Gates Ave., Brooklyn.
American, Freeport, L. I.
Avenue, Elizabeth, N. J.
Arcadia, Ralph Ave., Brooklyn.
Gold, 637 B'way, Brooklyn.
Burland, 937 Prospect Ave., Bronx.
Bronx Star, 3837 3d Ave., City.
Casino, Dumont, N. J.
Colonial, Paterson, N. J.
Century, Nostrand & Knickerbocker Aves., Brooklyn.
Crescent, Flatbush & Fulton, Brooklyn.
Carney Hall, Columbia Ave., Grantwood, N. J.
Eden, Waterbury, Conn.
Elliot, Newark, N. J.
Fulton, New Briton, Conn.
Terminal, Newark, N. J.
Fireman's Association.
Globe, 2184 3d Ave., City.
Ideal, 44th St. & 8th Ave., City.
Jefferson, 474 Hamburgh Ave., Brooklyn.
Jefferson, Hoboken, N. J.
Lyric, Bayonne, N. J.
Manhattan, 10 Forsythe St., City.
Montauk, 25th St. & Bath Ave., Brooklyn.
Bohemian an., 334 E. 74th St., City.
New Theatre, Rockaway Beach, L. I.
Fox's Ent., 1493 B'way, City.
Opera House, New Brunswiek, N. J.
Opera House, Kingston, N. Y.
Proctor's, Elizabeth, N. J.
Rex, 579 Prospect Ave., City.
Shubert, Asbury Park, N. J.
Savoy, Asbury Park, N. J.
6th Ave. Pal., 56th St. & 6th Ave., City.
Tuxedo, Philipsburg, N. Y.
Victory, 3d Ave. & 156th St., City.
Willoughby, 260 Knickerbocker Ave., Bkn.
Walnut, Newark, N. J.
Warren Square, 384 Warren St., Newark, N. J.
Yorkville Casino, E. 86th St., City.
Westchester, Mt. Vernon, N. Y.
Orpheum, Rondout, N. Y.
Victory, 3d Ave. & 156th St., City.

Communicate

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"NEW SCREEN M

date of which will be

This New SCREEN

to be the biggest and

on the market. Soon

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make this release the

Immediately
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AGAZINE," release
announced shortly.
MAGAZINE is going
best Screen Magazine
you'll receive a big
epared ads that will
Talk of Your Town.

DRAWING POWER INCREASED 50 PER CENT.

January 16, 1919.

Universal Film Exchanges, Inc.
Dear Sir:—

It gives me pleasure to write you to let you know that "Borrowed Clothes," featuring Mrs. Charlie Chaplin, nee Mildred Harris, went over very well during its recent run at the Coliseum.

As you know, I have always been partial to Lois Weber productions and this one was even better than "For Husbands Only."

I consider that the drawing power of Mildred Harris was increased by fifty per cent. by reason of her having changed her name to Mrs. Charlie Chaplin.

Should Lois Weber's next production, "When a Girl Loves" (which, I understand) is a Western) equal to "Borrowed Clothes," you will experience no difficulty in booking the picture in this house.

(Signed) FRANK STEFFY,
Mgr. Coliseum, Seattle, Wash.

PICTURE WAS EXTRA GOOD

January 18, 1919.

Universal Film Exchanges, Inc.
Dear Sir:—

Played your feature, "For Husbands Only." Played a comedy with it and billed it heavy as Mrs. Charlie Chaplin instead of Mildred Harris. Weather was fine and picture extra good, pleasing all who saw it.

BROWN & ANDERSON,
Princess Theatre,
Boone, Iowa.

IS A REAL CLEAN-UP

Jewel Productions, Inc.,
1600 Broadway, New York City.
Dear Sir:—

"For Husbands Only" proved to be one of the best attractions that I have played in a number of years. The very fact that Mrs. Charlie Chaplin (Mildred Harris) was so popular in "Doctor and the Woman" and "Price of a Good Time." And I might add that any exhibitor that overlooks the golden opportunity that is presented to him in this picture, "For Husbands Only," and lets his next door neighbor book it in his house ahead of him had better pick his turkey and step out of business.

There is only one answer for the showing of this picture and that is a real clean up.

HOLMAN THEATRE, Montreal.
(Signed) Harry Pomeroy.

REAL

SOME OF THESE EXH AGAINST THEIR WILL, DUCTIONS. READ

Perfectly Satisfactory

Canadian Universal Film Co.,
Toronto, Canada.

"For Husbands Only" made a big clean up the first day—perfectly satisfied.

What about screening of "Wildcat of Paris?"

Ledbury Victoria Theatre,
Palace Hill, Quebec.

Both Money and Art

Universal Film Co.,
San Francisco, Cal.

Lois Weber's production, "For Husbands Only," featuring Mildred Harris, was both a financial and artistic success at this theatre.

LEO WEINBERGER,
Strand Theatre,
San Francisco.

BIG SACRAMENTO HIT.

Universal Film Co.,
San Francisco, Cal.

"For Husbands Only," with Mildred Harris (Mrs. Charlie Chaplin) made a big hit with Sacramento audiences. Mildred Harris is a very charming actress and very popular with my patrons. As "For Husbands Only" is the most charming and beautiful picture seen on the screen for some time, I have decided to book the next Mrs. Chaplin production, "Borrowed Clothes."

J. W. DI STASIO,
Liberty Theatre,
Sacramento.

PRAISE "The Kaiser, The Beast Of Berlin"

ITORS WERE INDUCED, 'O PLAY CERTAIN PRO- VHAT THEY SAY.

Despite the "Flu"

January 18, 1919.

Universal Film Exch., Inc.,
Des Moines, Iowa.

Gentlemen:—

"For Husbands Only," with Mrs. Charlie Chaplin, was a fine picture and every one well pleased. Business was good despite the "flu."

Yours truly,
(Signed)
C. E. GIANNACOPOULAS,
Garden Theatre, Atlantic, Ia.

—"appears to be the greatest of films in history—great, because it deals with the greatest and gravest of historic themes. great, because it has told the biggest, truest, most revolting, most touching and most inspiring stories with the greatest of scenic art and artists—and there is a poison for the Kaiser's hopes—a bayonet for his murderous heart—a bullet for his putrid brain in every foot of the film." —Richard Hargrave
In The Florida Metropolis.

A Tribute from a severe critic who was a skeptic until he had seen the film with his own eyes.

BEATS ANY STORY ON SCREEN

JAN. 6, A. M. 4:33.

R. H. COCHRANE,
UNIVERSAL FILM CORP.,
1600 BROADWAY, NEW YORK, N. Y.

AS A DEMONSTRATION OF MODERN WARFARE "THE HEART OF HUMANITY" BEATS ANY STORY ON THE SCREEN, AND AS A PLUS ATTRACTION IT HAS THAT AMERICAN BERNHARDT, DOROTHY PHILLIPS.

JULIAN JOHNSON,
of PHOTOPLAY MAGAZINE.

PLAYED "BORROWED CLOTHES" A WEEK

Universal Film Exchanges, Inc., Jan. 13, 1919.
1304 Farnam St., Omaha, Neb.

Dear Mr. Calvert:

I am more than glad that you induced me to play Mrs. Charlie Chaplin (Mildred Harris) in "Borrowed Clothes" for a solid week's engagement, as the business on the last three days more than bore out your statement.

The scenario is exceptionally good, and novel enough to hold everyone's interest; especially the ladies, for whom it had unquestionably a strong appeal. The photography is excellent throughout and the settings are very rich. Mrs. Chaplin's work is even better than I expected, and the young lady should become famous on her own merits.

The engagement was entirely satisfactory from every angle, and any time that you have a special as well done as this one, I would like to see it first.

(Signed) C. J. SUTPHEN,
Brandeis Theatre, Omaha, Neb.

WILSON'S WELCOME SHOWN IN SCREEN TELEGRAM

(An article which can be used for publicity for your showing of this news reel.)

PRESIDENT WILSON has certainly made himself liked on the other side. When he first arrived, unknown, except by reputation, to the rank and file of Europeans, he was received, with wonderful acclaim, as the representative of a great country and as a man whose world-famous policies had preceded him but, since he has been among them, the personal equation has entered into the feeling of the multitude, and now every time he appears in public, the enthusiasm of his greeting is even more demonstrative—if that is possible—than it was in the beginning. The people of England and the people of France are rivals in their endeavors to see which nation can accord him the highest honor, a fact which is splendidly emphasized in the latest series of pictures from "over there" appearing in the Screen Telegram, No. 4, issued by the International Film Service and released by the Universal Film Manufacture Company, for in these fine views he spends part of his time in each country. His passage from the train at Dover to board the boat that is to carry him across the English Channel takes him between the ranks of countless hundreds of cheering, flag-waving inhabitants congregated to wish him farewell, while at Calais, after receiving the salutation of the American warships in the harbor, he is met by French officers and veteran poilus, the warmth of his welcome being intensified by a black wall of their well-wishing compatriots in the background.

One of the many usages the war-developed aeroplane will be put to, in the near future, is to fly over land of the frozen north, covering, in a few hours, a distance over which it has heretofore taken months to travel. In this news reel issue Captain Robert A. Bartlett, the famous arctic explorer is seen preparing to start on an expedition planned to soar over the ice barricade of the North Pole in a giant aeroplane. Rear Admiral Robert L. Peary, discoverer of the North Pole and one of the backers of the proposed polar flight, helps Captain Bartlett inspect some great flying boats of the type in which the flight will be made and satisfies himself of the warmth of the aviators' arctic costume.

Uncle Sam is certainly going after the world's trade! Almost every day, in some part of the country, another ship is added to the great fleet with which the United States will compete in the markets of the globe. This time it's at Portmouth, N. H., and the "Kisnop" slides gracefully down the ways, into the water, ready to carry the Stars and Stripes through the trade routes of the world.

Other features in this issue comprise scenes depicting the arrival of Archbishop Bonaventure Corretti, Under Secretary of State at the Vatican, who is here to present the compliments of the Holy Father to the venerable Cardinal Gibbons; pictures from Detroit, Mich., taken during the harvesting of the ice crop; and a cartoon drawn by Hy. Mayer entitled "America's Latest Answer."

INTRODUCING THE CAST OF "THE RED GLOVE" SERIAL

(*Continued from page* 15.)

the hand of Billie Geoff, the heroine, is Stirr Wiley, representative and part owner of the Matzimar Oil Company. Starr Wiley is played by Thomas Lingham, who will be last remembered by Universal audiences for his work in "The Lion's Claws" serial. In "The Lion's Claws," he had a sympathetic role, but in this one he is a villain of deepest dye. As Starr Wiley he would not hesitate to throw a young native over a cliff in a fit of impatience because the boy would not reveal the location of the Pool of Lost Souls to him. Though he would have made her his wife rather than lose the fortune which he knew Billie would some time inherit, Wiley would not hesitate to blow up a motor car in which Billie was riding when she tried to cross his purpose of discovering the secret of "The Red Glove."

THE LITTLE VILLAIN AND VULTURES

LIKE all first-class villains, Wiley had competent and reckless assistants. The chief of these was known as "The Vulture," although all of the other members of the band which he captained were also known as "Vultures." The designation was appropriate, All wore masks and headdresses of feathers and vulture wings, which gave them an extremely flighty appearance. The captain of this aerial appearing band is none other than our old friend, Leon Kent, although in the cast you will find him listed as Leon De LaMothe. It must be explained that under the name of Kent this actor committed so much villainy that he hesitated any longer to use the name. How long at the rate he performs in "The Red Glove" the family name of De LaMothe will last is an interesting speculation. This Vulture is not only willing to perform all that Wiley asks of him, but he has a number of private grudges of his own to settle which add up his score to a prodigious total.

PROPRIETOR OF THE CLUE CHIP

IN the first episode we are introduced to "Gentleman Geoff"—a role played by our old friend, Alfred Allen, one of the very best character actors at Universal City or elsewhere, regardless. The service which he contributes to "The Red Glove" is entirely completed in the fifth episode when he is shot and makes a confession respecting his supposed daughter, Billie, to Kern Thode, and entrusts her safety to the young engineer. Although the proprietor of The Blue Chip Saloon was a man, every inch of him, for his own safety he cared nothing whatever and the right was much more precious to him than it was to the bragging and cowardly sheriff. But just the same, Gentleman Geoff had a shadow over his life and his apprehension for Billie dominated every act and purpose of the man's life. No father could have been more affectionate or solicitous than this rough miner-speculaor-saloonkeeper. You will be very sorry when Gentleman Geoff's life is snuffed out.

THE OTHER CHARACTERS

ANDREW WALDRON, who will be remembered for his work in "The Lure of the Circus," as Dynamite Dan, has a minor role in "The Red Glove" as friend and principal employee of Gentleman Geoff in The Blue Chip Saloon. There are two other characters upon whom much of the action of "The Red Glove" hinges. They are Tia Juana and Jose, her grandson. Evelyn Selbie plays Tia Juana, an aged native woman to whose feeble and superstitious guardianship the important secret of "The Red Glove" is entrusted. This secret comprised the key to Hidden Valley, where the Vultures literally fade from view, baffling all pursuit, and the location of The Pool of Lost Souls, a huge deposit of oil for which two companies were engaged in a deathlike struggle. Tia Juana is bound by an oath not to reveal this secret and at the same time is overcome with a solicitude for her little grandson, Jose, whose health is not good and whose proximity to her places him in constant jeopardy of his life. Little Jose is played by Edgar Allen, and it is his first big serial part, although thousands upon thousands of theatregoers know Evelyn Selbie and appreciate her genuine artistry.

This completes the cast of "The Red Glove" serial. It is a superb aggregation and one which, under the slever leadership of J. P. McGowan, is sure to produce a serial which will long be remembered.

Odds and Ends of Publicity Matter on "CREAKING STAIRS"

HERALD.

JEWELS, dogs, furs, a home-mansion, the zenith of luxury—all these were "Dearie's." Everything money could buy, was hers for the asking.

She had been a florist's girl. She had slaved for a miserable pittance, and had inhabited a soul-cramping bedroom. Her whole spirit cried out for the beautiful things in life—the beautiful and the expensive.

She had become the "companion" of an ageing money-bags, who hoped, vainly, to recall his vanished youth through her.

She had EVERYTHING THAT MONEY COULD BUY!

Ah, but that was the trouble . . . that money could buy. For there was one thing that money could not buy, that which "Dearie" Lane desired above all else in the world, above jewels, above luxury, above a palace.

Love was denied her.

Love was the sacrifice she had laid upon the unholy altar of Luxury.

Then Love came, and "Dearie" threw off the shackles of luxury-serfdom. She married without divulging her "past." But the "past" came to haunt her, came in physical guise as a cataclysm to ruin her and her new-found happiness.

How did "untaught" "Dearie" Lane solve her problem?

Confession was not in her vocabulary. Jealousy and suspicion looked down at her from her husband's eyes. She saw therein—THE END.

But was it the end?

ADVANCE NOTES.

MARY MacLAREN—"the sweetest and most talented girl in pictures," as this charming Universal star's admirers call her—is featured "Creaking Stairs," her newest special attraction coming to the ——— theatre ..... Miss MacLaren plays the star role with Jack Mulhall opposite her. Rupert Julian directed.

RUPERT JULIAN, director of "Creaking Stairs," coming to the .....theatre ...., is famous as the producer of "The Kaiser, the Beast of Berlin," that Universal masterpiece in which Julian also played the Kaiser. Into this Julian has put all the genius of the really great director.

THE BRILLIANT PROFESSIONAL MILEPOSTS OF RUPERT JULIAN

PEOPLE who are born with thespian instincts uppermost always seem to sail under particularly interesting stars. So it happens with Rupert Julian, who directed "Creaking Stairs," which comes to the ..... theatre on ....., with Mary MacLaren in the stellar role.

Mr. Julian was born in Manchester, England, and after graduating from Stanley College, Cambridge, he started upon the career which he had long planned, as a follower of Thespis. Not long after Mr. Julian's "bent" became known he was playing engagements with such actors of prominence as Sir Beerbohm Tree, Lewis Waller and other celebrities.

From a successful season with Sir Beerbohm Tree, Mr. Julian progressed to Australia to appear with J. C. Williamson. From acting to fighting was the next adventurious step, for at the outbreak of the Boer War, Mr. Julian enlisted and ended his career as a soldier dramatically, as is to be expected, in a Boer prison. Upon his release and with an honorable discharge from the army, the acting urge again reasserted itself and Mr. Julian returned to Australia, where he played for seven years under the direction of Mr. Williamson. Then followed New York successes, such as "M. Beaucaire" with Lewis Waller, and "Marc Antony" with Tyrone Powers in "Julius Cæsar." From the legitimate stage he made a sudden leap to the screen, where he has remained ever since. His greatest achievement in the cinema field is "The Kaiser, the Beast of Berlin," although one has to mention "We Are French" and "Mother o' Mine."

JACK COINS A WORD.

JACK MULHALL sprung a new one at Universal City the other day. He made some slighting remark to Mary MacLaren, whom he is supporting in "Creaking Stairs," her latest production.

Mary gave him a haughty, stony glare.

"Don't try to John McCormack me!" Jack exclaimed.

"Wadyemean, John McCormack you?" Mary queried.

"I just didn't want to be high-toned, that's all," Jack replied.

CRITICISM FOR "CREAKING STAIRS."

IF you want to see a girl who dares to take life as it comes and asks no questions—who is willing to pay for her flimsy happiness in the cauldron of experience—you should see Mary MacLaren in "Creaking Stairs," which played at the ..... theatre yesterday. It is not an easy role to play—that which Miss MacLaren has tackled as "Dearie"—the vital young woman who first accepted the setting and the beautiful appointments that wealth could give her and afterwards discovered that love was humble and dwelt in a cottage and that was what she wanted most of all. So she married a "coming" young man and thought that her path was smooth. But underneath the smoothness there was just one creaking stair, and its discovery fairly sweeps you off your feet.

The cast of "Creaking Stairs" is very small, and consequently the individual merit of each actor is more apparent. Upon the shoulders of every player rests the responsibility of being a turning point in one of the intense dramatic situations of this picture. It is a picture to make you "bite your fingernails" until you see what happens next.

"SEALED ENVELOPE" NOTES.

FRITZI BRUNETTE, who is starring in "The Sealed Envelope" at the....., has emerged from a long line of screen successes into a vehicle of tremendous dramatic value which gives her opportunities for splendid character portrayal—opportunities, by the way, which she utilized to the full. Miss Brunette, screen devotees will recall, was featured in several Universal productions prior to "The Sealed Envelope," among them "Playthings," her greatest success until "Sealed Envelope." "The Velvet Hand." "Beware of Strangers," "Unto Those Who Sin," etc. Douglas Gerrard directed Miss Brunette's latest expression.

DOUGLAS GERRARD, director of "The Sealed Envelope," playing at the..... theatre, first sprang into prominence as a screen artist in "The Dumb Girl of Portici." with Anna Pavlowa. Later he directed a series of Franklin Farnum pictures which won popular favor.

SYNOPSES OF "THE LURE OF THE CIRCUS," "HIS BODY FOR RENT" AND HEARST NEWS, No. 4.

"The Lure of the Circus"

Episode No. 14, "Flames."

Two Reels.

CAST.

Eddie Somers	**Eddie Polo**
Alice Page	**Eileen Sedgwick**
Howard Mason	**Fred Montague**
Richard Van Norman	**Duke R. Lee**
Edward Lawrence	**Harry Carter**
Malcolm Somers	**Charles Hill Mailes**
Reynolds	**Sydney Deane**

EDDIE saves Alice from the fire which blazes when their car goes over the cliff and helps her to safety. They find that the gang has gone. Alice gives Eddie a letter which Reynolds has gotten from Dan. Dan is hidden in Glenwood and writes that he is ready to testify against Mason at any time.

When Eddie and Alice arrive at the circus, Eddie accuses Van Norman of sending the desperadoes after Alice. A fight ensues, and Van Norman demands that Eddie pay back every dollar he has borrowed from the show, threatening to sell Eddie's share under the hammer if the notes are not paid immediately. Alice decides to help Eddie, knowing that it will be impossible for him to raise the money.

She returns to Mason's and asks him to let her have six thousand dollars of her estate. Mason tells her that he has no proof that she really is Alice Harden. Reynolds says he has Alice's birth certificate and that it is also registered at the Glenwood court house. Mason gets Reynolds alone in the hall and, knocking him on the head, destroys the certificate and shoves Reynolds down a trap under the stairs. Alice sees Mason destroy the paper and, breaking away from Mason and Lawrence, races to Glenwood. Mason turns a lever, which fills the trap with water, and he, Lawrence and Van Norman pursue Alice.

Meanwhile, Eddie has determined to bring suit against Mason for the destruction of his father's oil well. When Somers and Eddie arrive at Mason's they discover Reynold's Whereabouts and aid him just in time. Then they all start for Glenwood.

Alice arrives too late to get a copy of her birth certificate, as the registrar has gone home for the day, so she engages a room at the hotel. There Mason, Lawrence and Van Norman find her, tie her up and plan to rob the court house of the register. The hotel clerk is a friend of Van Norman and agrees to join them. A fire starts in Mason's room, which adjoins Alice's, and Alice struggles helplessly with her bonds.

Eddie arrives at the climax of the fire and sees Alice at the window. He fights his way through the flames, and finding her unconscious on the floor, carries her to the window—the flooring gives way beneath him. Holding her under one arm, he jumps for the bar which holds the lamp and, catching his knees over the bar, swings Alice through the window to a net below.

Then the building collapses.

"His Body for Rent."

Lyons-Moran Star Comedy.

One Reel.

CAST.

Lee	**Lee Moran**
Mildred	**Mildred Moore**
Eddie	**Eddie Lyons**

LEE is in love with Mildred, but figures he cannot marry her because she is not a widow, as he must have a woman as experienced as he for a wife.

Mildred loves Lee, and decides to rent a husband and divorce him.

Eddie, a friend of Lee's, is forbidden under his late uncle's will to speak to or meet any eligible woman.

On a blind chance at the phone book Mildred calls up a number—it is Eddie's home. The spirit of adventure in the call interests Eddie, and Mildred calls to see him. He agrees to marry her, and she insists on paying him a thousand dollars for the service.

Meantime, Lee has ascertained that Mildred is supposedly a grass widow. He hurries to town to meet and marry her.

At this time Eddie's aunt arrives with a "hand-picked" bride for him.

They are ushered in his home and break up the marriage ceremony, Eddie being compelled to hide Mildred in one room and the minister in the other. Just as Eddie has gotten rid of his Aunt, Lee arrives. He agrees to help Eddie, not knowing Mildred is his intended wife.

In the final mix-up, Eddie is confronted by his now irrate aunt—and Lee turns upon him when he learns the woman in the case is Mildred. When explanations follow all ends happily, Mildred getting Lee and Eddie instantly won over to his "hand-picked" bride.

Hearst News, No. 4.

"Westward Ho!"—Boys of 346th Field Artillery, 91st Division (California, Oregon and Washington troops), celebrate their arrival at Camp Merritt pending return to their Western homes.—*Tenayy, N. J.*

Sub-Titles.—They believe in the adage, "Go West, young man!" in the meantime, a little fun. "The Rhine may be fine; the Pacific for mine!" is the way they feel about it. Berlin fashion note: "Helmets are not being worn this season, owing to the unprecedented demand for them abroad."

Chicago Welcomes Home Her Heroes (not in Chicago or Coast Editions).—Artillery Brigade of the Black Hawk Division, returning from France, encounters a reception more alarming, to the modest ones, than the guns of the Germans.—*Chicago, Ill.*

Sub-Title.—Population of Chicago, 2,185,000 (census of 1910)—they were all there and then some!

Roaring Oil Fire Destroys Steamers (not in Coast Edition).—Blaze staring in hold of tanker spreads to other vessels and converts Schuylkill River Petroleum Works into flaming furnace.—*Philadelphia, Pa.*

First to Fight for Right and Freedom.—Hold fast! The Devil Dogs are going to let you know how the Germans felt when they first faced a charge of United States Marines.—*Quantico, Va.*

From dawn to setting sun
We've fought in every clime or place
Where we could pack a gun!"
"If the army and the navy
Ever look on Heaven's scenes,
They will find the streets are guarded
By United States Marines!"

Uncle Sam's Subs Greater Than U-Boats.—First and exclusive pictures of the new type of underseas craft which America has added to her navy.—*New London, Conn.*

Sub-Titles.—Loading the deadly torpedo. The modern torpedo is driven by its own engine and propellers, is 18 or 20 feet long, has a speed of 26 to 35 knots and a range of 2,000 to 3,000 yards. Putting to sea. Submerging. A remarkable picture made in the mirror of the periscope while the submarine was running submerged. Rising to the surface.

Cartoon by John Terry.—"The Knockout."

Trailer.—"Are You 'Hard Boiled'?"—If you are not, then you are one of the millions that have laughed for six years at Tad's "Indoor Sports." These famous comic pictures will appear shortly, in animated form, exclusively in the Hearst News. *Watch for them.*

This is an actual Scene from the Drama
HIGHLY
S-E-N-S-A-T-I-O-N-A-L
The Photo Drama Unusual
Different-Extreme-Powerful
Play it as your one big Attraction in Months
"The CRAVING"
Done with a technique of Trick Photography that
your Audience will remember and talk about for Weeks
A Tremendous Repeater
Play it for a Run
RELEASED THRU ALL BLUEBIRD EXCHANGES

SYNOPSES OF "THEM EYES," THE CANYON MYSTERY," CURRENT EVENTS, No. 4, "CALL THE COP."

"Them Eyes."

Nestor Comedy.

First scheduled for release January 6th. Synopsis appears on page 28 of January 6th Weekly.

"HER PROXY HUSBAND" will be released February 1st.

AS "SHURE-SHOT MORGAN" has been withdrawn from the program and the western for release February 23rd is not yet announced, the release of February 15th will be substituted. This is:

"The Canyon Mystery."

Two-Reel Western

CAST.

The Straggler.....Pete Morrison
Jim Carson.....Buck Connor
Dolly Garson, his daughter, Helen Gibson
Jerry.....Vester Pegg
Bill Waston.....Harry C. DeMore

COMING from nowhere, and with no apparent destination, the "Straggler" blows into the little town of Diablo, in the Wyoming hills, a town that is called, woolly and full of human fleas — the curry-comb of righteousness never having touched it. As he drops into the saloon, the bully of the town is trying to force a drink upon Jerry, a young boy. The "Straggler" interferes, and saving the boy from a beating, administers one to the bully. Leaving the town, he obtains employment on the Bar O Ranch, which is operated by Carson and his daughter, Dolly. Landerson, the head range boss, with several of the cow punchers, has been secretly rustling cattle from the Bar O. Landerson is also infatuated with Dolly, and when the "Straggler" arrives, jealousy springs up in his heart as he sees that Dolly is fascinated by the newcomer. Landerson and his men rustle a bunch of cattle and throw the blame onto the "Straggler." The "Straggler" is accused of the theft, and in the mix-up which follows, makes his escape, and, in accordance with a pre-arranged plan, Landerson and his men steal the girl and hide her in a secluded cabin. Landerson then goes into Diablo and, with his men, plans to get the "Straggler" out of the way. The "Straggler" learns that Landerson is in town, and goes after him. Landerson has arranged so that the "Straggler" will be shot as he enters the saloon. But Jerry overhears their plot and, unknown to the "Straggler," saves his life and aids him in escaping from the saloon. They learn of the whereabouts of Dolly, and, followed by Landerson's gang, make their way to the cabin. Leaving Jerry to hold off the gang, the "Straggler" takes Dolly and attempts to get away with her. They find themselves surrounded on the bank of a deep canyon. The "Straggler" makes a rope ladder, and swinging by his knees, holding Dolly by the hands, he throws her across the canyon, and they make their way to the ranch. The "Straggler" then makes known the fact that he is the son of Bob Stanford, who has purchased the Bar O. The "Straggler" had come incognito to endeavor to round up the rustlers who were stealing the cattle from the Bar O. This done, he decides that Dolly's assistance is necessary in the conduct of the ranch, and she becomes a "half-owner."

Current Event, No. 4.

Review Polius About to Leave for Siberia (not in Coast Edition, or New York).—Brigadier General McClernand inspects French troops who will embark shortly to join the Allied forces facing the Bolsheviki in Asiatic Russia.—*San Francisco, Cal.*

Sub-Title.—Mayor Rolph and officers of the French Siberian Expeditionary Forces.

Sinn Fein to Send Peace Parley Envoy.—Prof. Edward de Valera, leader in movement which has established an "Irish Republic," here shown addressing a Separatist meeting, may be named delegate to the Versailles Conference.—*Dublin, Ireland.*

Winter Sports Popular with Society (not in New York or Coast Edition).—Amid picturesque surroundings fashionable folks find relief from strain of the city social season.—*Lake Placid, N. Y.*

Sub-Ttitle.—Leading amateurs compete on skates.

A Day with a Doughboy.—"Buddy of Battery B" takes twelve hours "on his own" and writes home some of the impressions while at liberty with the A. E. F.—*Somewhere in France.*

Sub-Titles.—"We didn't get to the Rhine, yet, Joe; but we did get to where the Wurtzburger flows. "We haven't had any Constitutional Amendment to make us dry, but barring rare occasions we are on water rations and dryer than Kansas ever thought of being." "This isn't a Government issue. I couldn't find the Q.M. so I requisitioned somebody's goat." "How would you like to be valet to a gang of mules and horses? No? Then keep out of the artillery and cavalry." "Take your hat off to this guy, Joe; he is Sergeant J. J. Adams, of Company K, 353rd Infantry. He captured 375 Germans with nothing but an empty revolver at Bouillonville." "Some of these days I'll be asking mother to make some bread and jam like Uncle Sam used to make." "I'm beginning to get executive experience since I got back on the job. They made me boss of a lot of Heinies who don't think as much of the Kaiser as they used to." "Here's my gang lined up to have their pictures took, in a prison stockade."

Italy Hails Wilson as World Liberator.—King Victor Emanuel, in the Royal coach, escorts America's Chief Executive through narrow lanes in the crowds of cheering thousands.—*Rome, Italy.*

Sub-Titles.—At the Pantheon, once a temple to ancient Roman pagan gods, the President passes through a file of troops to place a wreath on the tomb of King Victor Emanuel II. The President, in his automobile, leaves with an escort of Roman dignitaries after a visit to the Hall of Horacio. St. Peter's Cathedral and the Vatican where President Wilson visited his Holiness the Pope. A view of the Forum, as President Wilson beheld it. This was the public meeting place of the ancient Romans. The beautiful city of Rome. Army officers and the Mayor of Milan receive the President and Mrs. Wilson on their arrival at the great Italian industrial city. Dense throngs gather before the magnificent Cathedral of Milan for a glimpse of the man they hail as "the new apostle of liberty." President Wilson finished his triumphal tour of Italy with a visit to Turin.

Cartoon by Harry Murphy.—"The Home Coming."

'Call the Cops."

L-KO Two-Reel Comedy.

(Copyright, 1919 by L-KO Motion Picture Co.)

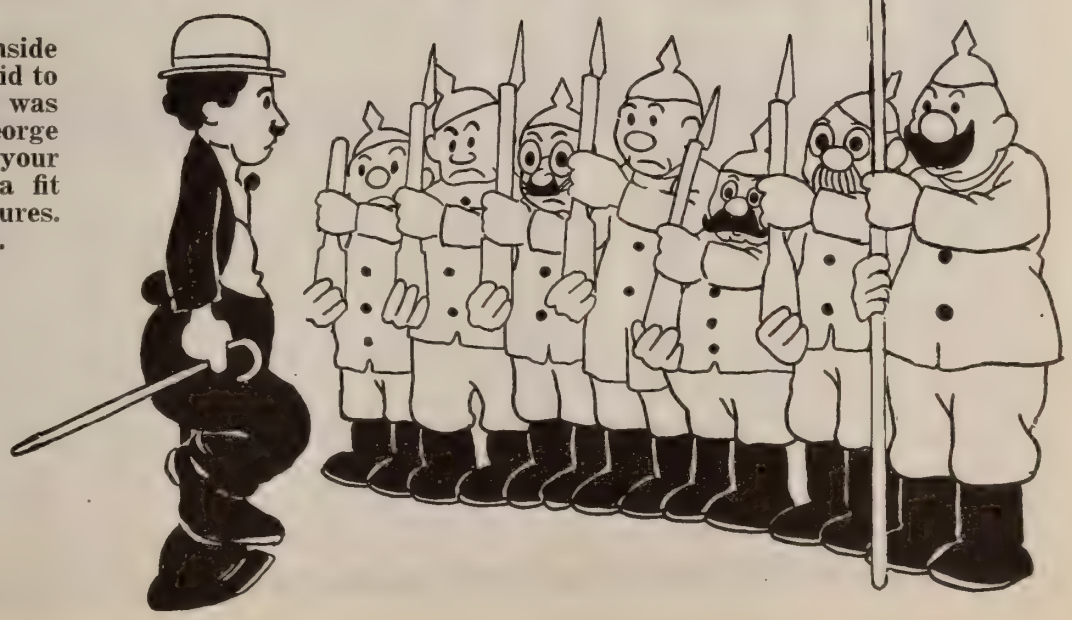
IT was a lucky thing for Bobby Biff that he was a good lightweight scraper, because he had a pretty wife. Sugar doesn't draw flies any more surely than one good scrapper draws another. So, hist—the Walloping Walrus. Now, Bobby would probably have cavorted royally through a little bout with the Walrus, all by himself, if politics hadn't interfered. But Jasper Jiggs offered him a neat little sum to 'lay down" naturally in the first round.

In act II the scene shifts abruptly to the fashionable watering place (especially for horses) known as Cobweb Corners. Mrs. Boby wanted to see the fight, so there she was. And whether memory—anyway Bobby forgot to 'lay down.' And right scored another victory over might.

"HOW CHARLIE CAPTURED THE KAISER"

THE man who won't laugh his head off at this dern fool cartoon by Pat Sullivan ought to see a doctor right away. It made such a hit that Pat took his pen and went---

"Over the Rhine with Charlie"



Here he got a lot of inside stuff on what Charlie did to the German army that was never reported by George Creel at all, and if your people don't split in a fit we'll stop making pictures. Book them both today.

Book thru your nearest Universal Exchange, or communicate with the UNIVERSAL FILM MFG. CO., Largest Film Mfg. Co. in the Universe, Carl Laemmle, Pres., 1600 Broadway, New York.

SYNOPSES OF SCREEN TELEGRAM, No. 4; SCREEN MAGAZINE, No. 104, AND "THE RED GLOVE."

Screen Telegram, No. 4.

Papal Envoy Brings Greetings of Pope.—Archbishop Bonaventure Cerretti, Under Secretary of State at the Vatican, is here to present compliments of the Holy Father to the venerable Cardinal Gibbons.—*New York City.*

Uncle Sam Starts After World's Trade.—Another of America's merchant ships is launched to add to the great fleet with which the United States will compete in the markets of the globe.—*Portsmouth. N. H.*

"Ice, Ice Everywhere."—But nothing to put it in this summer except water and ginger ale! Weel, cheer up! The ice market will help us keep cool in the dog days, anyway.—*Detroit, Mich.*

To Fly Over the Top of the Earth.—Captain Robert A. Bartlett, famous Arctic explorer, is to head expedition planned to soar over the ice barricade of the North Pole in a giant aeroplane.—*New York City.*

President Wilson in France After Visit to Britain.—America's great statesman leaves the London train to board the boat that is to carry him across the English Cannel.—*Dover, England.*

Cartoon by Hy. Mayer.—"America's Latest Answer."

Screen Magazine

No. 104

SOME of the busiest little helpers in the devastated regions of Belgium and France are American locomotives which are being shipped by the hundred to Europe. By courtesy of Carl Emmy, the man who helps a lot of dogs lead their lives, Screen Magazine No. 104 will show these canine brothers hotfeeting it from their stage engagements to movie ones, all in one day. It's nice to think that there is still a playground left in Europe, and we will surely take the movie man's word for it when he takes us on a thrilling journey through the Alps of Northern Italy to the "Playground of Europe."

We have heard of people who lived by cracking nuts and cracking whips, but here is a man who lives by cracking jokes—Mr. William Jerome. Your facial beauty must be preserved, that is certain, and after centuries of cosmetics, here is a brave woman who says that specialists are no longer necessary. It sounds interesting, and certainly less expensive.

More of those animated cartoons that everybody likes—this time the "WHOOZIT WEEKLY."

"The Red Glove."

Episode No. 1, "The Pool of Mystery."

CAST.

Gentleman Geoff, owner of the Blue Chip.....Alfred Allen
Billie, his daughter....Marie Walcamp
Jim Baggott, his partner, Andrew Waldron
Starr Wiley, oil speculator, Thomas Lingham
Kern Thode, oil speculator Pat O'Malley
Jose.....Edgar Allen
Tia Juana, her grandmother, Evelyn Selbie
The Vulture, an outlaw, Leon de la Mothe

SLEEPY LIMASITO'S most important figure is Gentleman Geoff, owner of the Blue Chip, and its most beloved daughter is Billie, who believes Geoff to be her father.

The notorious Vulture has been raiding the ranches of all who refused to sell their oil concessions to the Matzemar Oil Co. Starr Wiley, representative of this company, receives a letter from his Los Angeles parter telling him a drilling outfit has been shiped to Kern Thode, at Limasito, and inquiring if Thode has beaten him to the discovery of the "Pool of Lost Souls." Wiley is ordered to hamper Thode's activities at any cost.

Thode and Billie meet and become interested in each other at once, much to the annoyance of Wiley.

Jose, grandson of Tia Juana, the oldest inhabitant of Limasito, tells Billie his ancestress wants to see her. Huddled over a cauldron, Tia Juana tells Billie the legend of the "Pool of Lost Souls." When Billie asks the old woman where the pool is, she lifts up her arms in prophetic pronouncement, points to a red glove, and says: "Love, sacrifice and death all shall come before the earth gives up its secrets.' Wiley, at the window of the shack, sees the glove but does not hear the words.

The next morning Billie and Thode, with a four-horse wagon, start for El Rio for the latter's shipment of machinery. On the homeward trip the Vulture and his men intercept the consignment, acting on Wiley's orders. Attacked by the outlaws, Billie and Thode give battle. Billie's wagon swings round a bend in the road and the two rear wheels slip over the edge of the cliff. The horses struggle to maintain their balance, but the heavy wagon slowly slides nearer to oblivion. As the wagon plunges over the steep cliff, Billie is seen endeavoring to cut the traces.

New Submarine Shown in Hearts News, No. 4

To the Exhibitor: This can be used as an advance notice for this news reel.

NOW that the big conflict is over, and secrecy no longer a necessity many inventions, perfected during the war, are coming to the knowledge of the public for the first time. Perhaps the most interesting among these is a brand new type of submarine America has added to her navy—a boat that places the much-advertised German U-boat in the "has-been" class. Exclusive pictures of this underseas craft, and the first that have ever been shown, are appearing in the Hearst News, No. 4, the news reel put out of the International Film Service through the exchanges of the Universal Film Manufacturing Company. The gallant sailors are first seen loading the deadly torpedo, an instrument of destruction that is driven by its own engine and propellers, is about 18 to 20 feet, has a speed of 26 to 35 knots and a range of 2,000 to 3,000 yards. The boat puts to sea, submerges and comes to the surface again, all before your eyes, and while it is under the water a remarkable picture is made in the mirror of the periscope—the first of its kind ever shown on a screen.

Camp Merritt is a merry place, judging from pictures in this news reel, as the boys of the 346th Field Artillery, 91st Division (California, Oregon and Washington troops), celebrate their arrival there, pending their return to their Western homes. They believe in the adage, "Go West, young man!" but they also believe that a little fun helps to wile away the time until the auspicious moment arrives—and they back up their belief by having the fun. They certainly have, and display, the finest collection of German helmets so far put on exhibition.

In some graphic views from Philadelphia a small blaze in the hold of a tanker is seen to cause untold damage to shipping and property before it is finally subdued. Like some huge dragon it spreads from steamer to steamer its fiery breath, devouring everything in its path, converting the Schuylkill River Petroleum Works into a flaming furnace.

There are many other features in this issue, among which are to be seen pictures of the return of the Artillery Brigade of the Black Hawk Division to Chicago, where they encounter a reception that is more alarming, to the modest ones, than the German guns; scenes from Quantico, Va., wherein the Devil Dogs show how the Germans felt when they first faced a charge of U. S. Marines.

"The Millionaire Pirate"

Here's something new

for your patrons who seek high class entertainment. In this latest release, MONROE SALISBURY (the Mansfield of the screen) will give your people a genuine $2.00 show at your regular admission prices. The story?—it's about a bold, bad pirate, ancient and modern, with some situations so twisting and so unique as to give your patrons that "satisfied smile that won't come off." BOOK and boost it.

Released through all Bluebird Exchanges

A-H-H-H! You canta fool your leetla wife! You lova me—I know eet all the time. Me—I'm joosta leetla Italian girl so fonda you I could keel you! The lawyer-man, in court, he says—'Wat for you tella beega lies to save your no-good husband—that donta lova you—that maka da beega drunk—that shoota man for other woman—hay?' And I say, 'He no drunk—I drunk. He no shoot—I shoot. Anyway, please, Mister Judge—senda me to the chair for heem!' And da nice-a Judge, he say—'You're joosta one pretty leetla noosance—go 'way from here.' And here I am—I lova you."

Carmel Myers

the Adorable Minx, in

"WHO WILL MARRY ME?"

Released through BLUEBIRD Photoplays, Inc.

AT A GLANCE

SUBJECT—"The Heart of Humanity.

LENGTH—Eight reels.

STAR—Dorothy Phillips.

PREVIOUS HITS—"The Talk of the Town," "Destiny," "The Mortgaged Wife," "A Soul for Sale," "The Risky Road," and others.

STORY BY—Allen Holubar and Olga Scholl.

SCENARIO BY—Allen Holubar and Olga Scholl.

DIRECTED BY—Allen Holubar.

SUPPORTING CAST—William Stowell, Walt Whitman, Robert Anderson, Frank Braidwood, George Hackathorn, Gloria Joy, Margaret Mann, Lloyd Hughes, Pat O'Malley.

LOCALE—Canadian woods; trenches in France; Red Cross hospital; No Man's Land; Belgium.

CLASS—Drama of a mother's sacrifice, a girl's love and a man's bravery, with war as a background.

THUMB-NAIL THEME—The story of a little French-Canadian girl who followed her husband to war in order that she might care for the suffering children of France and Belgium, and there learned the real meaning of "The Heart of Humanity."

"THE HEART OF HUMANITY"

Story by Allen Holubar and Olga Scholl

THE CAST.

"The Heart of Humanity" Jewel.
Nanette .....Dorothy Phillips
John Patricia.....William Stowell
Paul Patricia.....Robert Anderson
Jules Patricia.....Lloyd Hughes
Maurice Patricia.....Frank Braidwood
Widow Patricia.....Margaret Mann
Father Michael.....Walt Whitman
Clancy, an Irish-American, Pat O'Malley
Lieut. von Eberhard, Erich von Stroheim
Also 3,000 Soldiers, Marines, Refugees, Civilians, etc.

THE STORY.

IN a little Canadian village lives Nanette, the ward of Father Michael. She is engaged to John, son of the Widow Patricia. John is one of four other brothers, all of whom adore the little girl.

John returns from college, picking up on the way as a traveling companion Oscar Strang. John and Nanette are overjoyed to be reunited, but their happiness is clouded by Strang, who is attracted to Nanette and makes love to her. Nanette, however, remains true to John and repulses the attentions of Strang.

Then comes the war. News of the opening of hostilities comes on the wedding day of John and Nanette. John and four other sons enlist for service with the Canadian forces. One after another all but John are killed, and misery comes into the home of the Widow Patricia. Then Nanette's child comes to soften the grief of the mother and the anxiety of the wife. Finally, the fifth son of the widow enlists.

John's letters home tell of the sufferings endured by French and Belgian children in the war and Nanette finally determines to go to their aid. She enlists in the Red Cross and is assigned to duty in a convent in France. She sees her husband, now an aviator, but soon afterward he is brought down inside the German lines and is made a prisoner.

In the meantime, Oscar Strang becomes an officer in the German army. In the advance on Paris the Germans take the convent in which Nanette is on duty, and Strang meets Nanette again. He attacks her and a terrific fight develops. She succeeds finally in escaping to another room and bars the door.

Meanwhile John escapes from the German war prison and, in the uniform of a German soldier whom he has killed, starts for the convent. Nanette, safe for the time being behind a barred door, stands in horror as Strang pounds on the door outside. She grasps a knife, determined to plunge it into her bosom if the door yields.

John, after killing two German guards, reaches the room in which Strang is struggling to open the door. There is a fight and he kills Strang. Then he forces open the door, to find that his wife has stabbed herself. She does not die, however, and recovers after several weeks in a hospital.

Nanette is persuaded to go back home, which she does after John urges that their boy now needs her. There is a happy reunion in the little Canadian village between mother and child but their joy becomes still greater when John, one day after peace is signed, walks back to the arms of his mother, wife and child.

FOR THE HERALD.

IN a little picturesque village in the Canadian woods lives Nanette, the ward of Father Michael, the parish priest. She is engaged to John, one of the five sons of Widow Patricia. John returns from college and brings with him, as traveling companion, Oscar Strang. Oscar makes love to her but Nanette never falters in her love for John.

Then comes the war. Widow Patricia gives her five sons. John and Nanette are married before he goes as an aviator in the Canadian forces. One by one the widow hears of the death of four of her boys. Nanette, a mother now, reads in her husband's letters of the terrible sufferings endured by French and Belgian children. She leaves her baby with her mother-in-law and goes abroad as a Red Cross nurse.

Nanette sees John but once. She is on duty in a convent that has been put to use as an asylum of refuge for children. Soon afterward John's airplane is brought down inside the German lines and he is made a prisoner. In their advance toward Paris, the Germans capture the little town in which Nanette is in service. Among the enemies is Oscar Strang, now a German officer. Nanette is captured.

In the meantime, John has escaped from the German prison and goes, in German uniform, to seek Nanette in the convent. After a thrilling fight he breaks into the room where Strang and Nanette are strugling. He kills Strang and rescues his wife, but not until she had plunged a danger into her breast.

She does not die, however. The conclusion of the story is depicted in "The Heart of Humanity," which has been described as the greatest screen production since "The Birth of a Nation," with Dorothy Phillips in the leading role.

Advertising Angles of "The Heart of Humanity"

ADVERTISING PUNCHES.

1—The popularity of the star whose recent successes, "The Talk of the Town" and "A Mortgaged Wife," have evoked the praise of critics everywhere.

2—The fact that it is not a war picture but rather a gripping story of mother love, with the war as a background.

3—The fact that it was directed by Allen Holubar, recognized as one of the "Big Six" motion picture directors in the world.

4—The remarkable work of a group of child actors and actresses in appealing scenes rife with humor as well as pathos.

5—The fact that the scenes of picturesque forests and streams of the Canadian Northwest, and the simple, wholesome life of the inhabitants of a little village, leave a sweet taste in the mouths of your patrons.

6—Some of the most remarkable "close-ups" of trench fighting ever recorded by a motion picture camera.

7—The depiction of the wonderful work of the Red Cross in "rebuilding the brains and bodies" of war orphans.

8—A thrilling story of a girl who heard the call of thousands of children and followed her husband to war.

9—The story of a mother who gloried in the sacrifice of four of her sons to the cause of humanity.

10—Trench comedy that relieves the "thrills" of amazing hand-to-hand conflicts in No Man's Land.

11—An appealing story of mother-love and war, depicted in the sacrifices of a Canadian mother who gloried in the deaths of four of her five sons in the cause of humanity, and in the unselfish loyalty of her daughter-in-law, Nanette, who left her own baby at home to follow her husband to the battlefields of France to work as a Red Cross nurse to alleviate the pain of wounded soldiers and restore orphaned and homeless children to normal physical and mental condition — a throbbing portrayal of woman's work to conserve to lives which Prussian autocracy would destroy.

Advertising Display Lines

The Picture That Will Live Forever

THE MOST APPEALING LOVE STORY OF THE GREAT WAR EVER FILMED.

AND IN HER DREAMS, TINY FINGERS BECKONED HER ACROSS THE SEAS.

OUT OF THE SMOKE AND DUST OF BATTLE, AMID THE CRASHING AND SHRIEKING OF WAR, CAME THE FACE OF THE GIRL HE LEFT BEHIND.

THE MOTHER-HEART CRIED BUT THE MOTHER-SOUL SANG.

THEIR LIPS MET—THEN THE LAUGHING LITTLE ROGUE IN THE TREE PELTED THEM WITH BURRS.

SEE DOROTHY PHILLIPS IN AN APPEALING ROMANCE OF THE CANADIAN NORTHWEST AND THE GREAT WAR.

THE HAGGARD FACE WAS ILLUMINED BY THE LIGHT OF PRIDE OF SACRIFICE THAT SHONE IN THE MOTHER-EYES.

HER BOYS DEAD, THE DISPATCHES SAID, BUT SHE KNEW THEY HAD FOUND A NEWER, HOLIER LIFE.

THE MOONBEAMS PIERCED THE GREAT CANADIAN FOREST AND REVEALED HER BEFORE A SHRINE.

THE MOST GRIPPING MOTION PICTURE PRODUCTION IN WHICH DOROTHY PHILLIPS EVER HAS APPEARED.

THRILLING TRENCH FIGHTING THAT MAKES YOUR HAIR STAND ON END.

A MACHINE GUN NEST IN FULL OPERATION.

ONE LITTLE COOTIE MAKES THE ALLIES KIN—AND SCRATCH.
A MASTER PICTURE BY A MASTER DIRECTOR.

AND THE LINE STILL HELD FROM END TO END.

TODAY'S GREAT PROBLEM IS THE RESTORATION OF REFUGEE CHILDREN.

"WHEN THE AMERICAN EAGLE STARTS FLYING ALL HELL WON'T STOP HER."

"TO OUR LAST DROP OF BLOOD—'CARRY ON.'"

SNAPPED LIKE THE STRINGS OF A FINE VIOLIN PLAYED BY BRUTAL HANDS.

"TO OUR WOMEN! WHO SENT US FORTH WITH TEARS IN THEIR EYES AND COURAGE IN THEIR HEARTS—TO OUR WOMEN AT HOME WHO SACRIFICED ALL THAT WE MIGHT WIN—TO OUR WOMEN OVER THERE WHO GAVE THEIR LIVES THAT WE MIGHT WIN—GOD BLESS THEM."

INTO THIS CHAOS OF SORROW CAME THE SACRED RED CROSS.

"The Games' Up!"

—is one of those lightning speed comedy-dramas that keeps your audience guessing from beginning to end.
Harrison of the Motion Picture News said: "This picture ought to create a fun-riot especially where the house happens to be full. It's simply a scream."
Directed by Elsie Jane Wilson, starring delightful Ruth Clifford, you can bank on this one to afford your patrons 100 per cent. entertainment.

RUTH CLIFFORD

in

"The Game's Up

To be booked thru any Bluebird Exchange.

SPECIAL "HEART OF HUMANITY" STORIES

DOROTHY PHILLIPS ENACTS ROLE FROM EXPERIENCE

SHE'S a little girl whose weight, artistically, is measured in sterling ounces of troy. That is the impression of girlish youthfulness until you look into her eyes.

Then from the dark grey eyes you would discern shining forth the comprehensive outlook of the mother-heart, a sympathy as soothing as a lullaby played upon muted violins.

This is the picture admirers of Dorothy Phillips bear with them in their minds' eyes. This is the conception that the extraordinary art of the star has made to vary so that instead of the grey eyes of understanding, on occasion one sees the sparkling orbs of the schoolgirl, the flashing irises of the world-wise woman or the gleamingly inviting heart-signals of the ingenue.

But perhaps among the millions of Dorothy Phillips' devotees few know that the cinema player is the mother of a four-year-old girl and one of the most domestic of wives. It is from her own experience, therefore, that Miss Phillips' enactment of the role of Nanette in "The Heart of Humanity," her newest picture and her greatest, is drawn. In "The Heart of Humanity," Allen Holubar has produced a multiple-reel document of humanity based on heart incident in the great overseas conflict.

As Nanette, Miss Phillips is the mother-heart emblematic. Too, she is the inspirational force, the representation of the woman spirit of the world that has saved thousands on thousands of lives that for lack of the succor of the Red Cross, might have passed away on the battlefield. "The Heart of Humanity" will be shown at the ..... Theatre on. .....

TO PLEASE HER PUBLIC IS GREATEST AMBITION

SYMBOL of the Red Cross sacrificial crusade—

Expression of the material soul—

Incarnation of the dramatic muse—

These are Dorothy Phillips in that Universal star's portrayal of Nanette in "The Heart of Humanity," the picture into which Allen Holubar has painted with inspired directorial brush the heart drama of the world war. This feature comes to the ..... Theatre on .....

Miss Phillips' Nanette, in histrionic concept, is infinitely beyond the finest work this fine actress has hitherto accomplished. It is the screen medium for the catalogue of emotion.

Truly it may be said of Miss Phillips that she has lost her personal identity in the consuming fires of the mother-role of Nanette, the pure daughter of the Canadian northwoods, drawn, while her husband battles in the air, into the vortex of overseas activity in which she represents the sacrifice of the women of the Red Cross. In France, the call of little children dominates even the roar of "Berthas" and "Jack Johnsons," for it is the call of Nanette's one "petit fils," who waits at home with his grandmother.

Miss Phillips, though having enjoyed a legitimate stage career before her entry into the picture field, is only 24 years of age.

At Universal City, where are the biographical files of the various players, there appears this question and answer under Miss Phillips' name, which may be indicative of the outstanding sincerity of portrayal in all this polished actress' work:

"What is your greatest ambition?"

"To please my public."

PROMISE REALIZED

THE promise that Henry W. Savage saw in Dorothy Phillips eight years ago when the little actress was on the legitimate stage, has come to full fruitition in Miss Phillips' newest screen character—Nanette, in "The Heart of Humanity," which comes to the ..... Theater on. .....

"The heart of Humanity" is a super-film directed by Allen Holubar at Universal City and written by Mr. Holubar, in collaboration with Mrs. Olga Linek Scholl.

It is the theme of the maternal emotion expressed, not merely by one woman to her child, but by all womankind to all their children, and in remaking the marred world into a new structure of lasting foundations. In "The Heart of Humanity" the great light of human kindness again has peered forth from the gloom of war, for victory has been won and civilization and democracy are the ruling influences. In the work of returning to normal the warped brains and bodies of maltreated children, victims of Hun kultur, the Red Cross undertakes its most typical service, and Nanette (Miss Phillips) finds the happiest labor in drawing out of the fright-shocked kiddies the horror of the conflict as it was forced into their hearts and Nanette's own mother-consciousness teaches her the most direct method to reach the souls of the children.

Miss Phillips once was called by Henry Savage "The Girl Nazimova." That was when her talents "gave promise." That promise has been carried out. To-day, in her twenty-fourth year, Miss Phillips is one of the most emotionally gifted actresses on the screen. Among her pre-Nanette roles were Genevra French in "The Talk of the Town," Neila Pendleton in "A Soul for Sale," and the dancehall girl in "Hell Morgan's Girl."

BRUTAL HUN OFFICER AN AMERICAN

ERICH OSWALD HANS MARIA VON STROHEIM—uhlan in Archduke Karl's Austrian regiment, member of the late Emperor Franz Joseph's life guards—makes his most recent appearance on the screen in the cast of "The Heart of Humanity," the thrilling multiple-reel production made under Allen Holubar's direction.

This "reformed" Austrian "soldat," famed for his superb representations of Teutonic kultur on the screen, has the most graphic role of his histrionic career in "The Heart of Humanity," starring Dorothy Phillips.

Though his training and environment since boyhood have been those of the military serf of his imperial master, the natural reaction of his career in America has made of von Stroheim a staunch American. He was persuaded once again in "The Heart of Humanity" to typify the exponent of frightfulness, by the argument that he was performing, in effect, a patriotic service in delineating the cruel product of an autocratic system.

The result, as viewed in the forthcoming master-production, is said to be an unsurpassable picture of the product of the Central Powers' crucible of hate and destruction—a portrait of histrionic immortality and bearing an unforgettable moral.

"The Heart of Humanity" will come to the ..... Theatre on .....

GRIFFITH'S RIVAL

MEET Allen Holubar—one of th very few rivals to D. W. Griffith as a producer of film spectacles.

Picture critics who have seen "The Heart of Humanity," the new multiple-reel drama of love and war, in review are enthusiastic in their praise of the young director who has executed a masterpiece in what is declared to be one of the most engrossing film features yet produced.

Before directing Dorothy Phillips in this latest of the Universal luminary's pictures, Holubar made "The Talk of the Town" with Miss Phillips and also enacted the leading role in "Twenty Thousand Leagues Under the Sea."

"Twelve months of photoplays have furnished nothing more delightful for the whole family."

Mrs. Charles Chaplin

(Mildred Harris) in the famous

LOIS WEBER PRODUCTION

"For Husbands Only"

A commercial and artistic success everywhere in the country. :: Don't fail to show it.

JEWEL PRODUCTIONS

INCORPORATED

Executive Offices, 1600 Broadway, New York City

The Biggest Drawing Card in the Whole World of Moving Pictures

Mrs. CHARLIE CHAPLIN

Mildred Harris
Coming soon in the
LOIS WEBER
Production

"When A Girl Loves"

Reserve now thru
JEWEL
Productions Inc. 1600 Broadway N.Y.

The MOVING PICTURE WEEKLY

VOL. 7— NO. 26

FEBRUARY 15th 1919

Mary Mac Laren
in
"CREAKING STAIRS"

"Only a week old and he wrastled my finger--- the dern little [illegible]!"

That's why people pack houses to see HARRY CAREY —because he has a human heart and a human grin, and he says and does human things. And

HARRY CAREY

never had a better play than "ROPED" for your people's complete enjoyment of these rare qualities. It's a good love story—good adventures—good comedy. And the humor and the thrills and the heart stuff all have that inimitable HARRY CAREY flavor, which means entertainment for your audiences and a long profit for yourself.

Go see "ROPED" today.

Book thru your nearest Universal Exchange, or communicate with the UNIVERSAL FILM MANUFACTURING COMPANY, Largest Film Manufacturing Company in the Universe, Carl Laemmle, President, 1600 Broadway, New York.

An Open Letter to Mr. Ike Lipson

Walnut Theatre, Cincinnati, Ohio.

DEAR MR. LIPSON:

What do YOU think of such an accomplishment as taking in $3,554.00 in 7 days in a 283-seat house? Ever hear of such a record?

How many houses do you personally know of with 1,000 seats; yes, 1,200 seats, that never have taken in $3,554.00 in 7 days?

Do you know of any average feature picture from any of the high-class producers that could turn such a trick?

Yet this was accomplished with one of our regular UNIVERSAL SPECIAL ATTRACTIONS — Priscilla Dean — in "The Wildcat of Paris." And there's another Priscilla Dean picture coming, called "A WICKED DARLING," that's going to "mop-up" for exhibitors, like "The Wildcat of Paris."

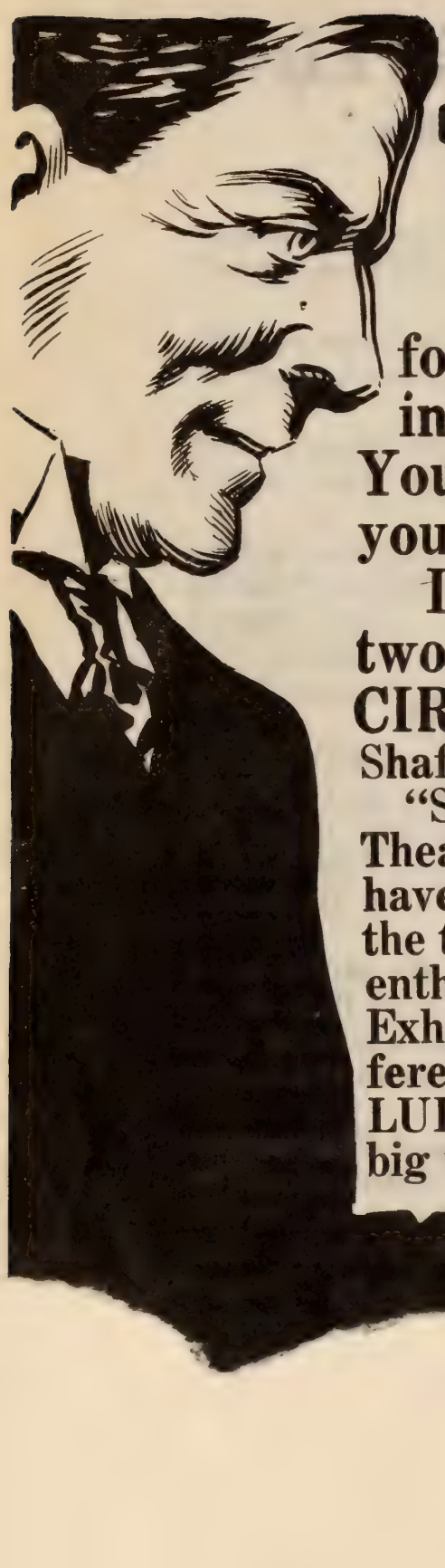
Of all this here's the point: UNIVERSAL SPECIAL ATTRACTIONS are not listed as SPECIAL ATTRACTIONS unless they are precisely what the word implies as Webster intends it, i.e., "SPECIAL" — particular — distinctive — designed for a distinctive purpose — uncommon — etc., etc.

WE don't always say so, either. We prefer to let the men who pay to get them say so—and they do, to a man. A director from a competitive company goes so far as to say—"by far the finest pictures on the market today."

But that's neither here nor there. The way we want you to know why U. Special Aattractions are the finer pictures is to review such releases as Dorothy Phillips in 'The Talk of the Town;" Priscilla Dean in "The Wildcat of Paris;" Mae Murray in "Danger, Go Slow;" Harry Carey in "Ror[illegible]" and others at our private projection rooms at [illegible] Theatr Building, your city, where our M[illegible] every courtesy and attention.

Cordially y[illegible]

Carl L



"Thanks,

for tipping me off to the Big money in—"THE LURE OF THE CIRCUS" You've simply put me up against a young gold mine"

I am doing capacity business on the two days—"THE LURE OF THE CIRCUS" is shown—(signed) W. D. Shafer, Liberty Theatre, Elizabeth, N. J.

"Same here", says O.C. Adams, of the Olympia Theatre, Sioux Falls, S. D.—"and if you could have heard the cheers of the crowd that packed the theatre on opening night, you would feel as enthusiastic as I do over this big winner" Any Exhibitor who wants the best money maker offered this season should book and boost—"THE LURE OF THE CIRCUS" to the limit, just as big feature pictures are boosted" O. A. Adams.

Old Top"

"You're welcome boys, I assure ou" says the Universal Exchange nan. "In every territory we have mashed every former booking record or Universal serials with—"THE LURE OF THE CIRCUS" because ust the moment exhibitors hit a genuine winner, they automatically pass the word along and that accounts for he tremendous success of this Polo erial". If you haven't played—EDDIE POLO in—"THE LURE OF THE CIR-CUS" book it immediately and get the erial surprise of your life".

"And take this tip too"—"The RED GLOVE" starring MARIE WALCAMP is he real money. It follows the Polo Serial. Any Universal Exchange will book you either or both these big winners"

Pat Sullivan's Greatest Animated Cartoons

"HOW CHARLIE CAPTURED THE KAISER"

These two Pat Sullivan cartoons have not only gotten the money for hundreds of exhibitors, but they are still packing 'em in everywhere, because people are eager to laugh and be amused. If you haven't played either or both, book and boost them and get a surprise in the extra profits these comedy cartoons will bring you.

"OVER THE RHINE WITH CHARLIE"

SPECIAL POSTERS Newspaper Ads and Everything else You Need

Your exchange will furnish you with all the ad props you want to put these side-splitting cartoons across.

Book through your nearest Universal Exchange or communicate with the Universal Film Mfg. Co., Largest Film Manufacturing Company in the Universe; Carl Laemmle, President; 1600 Broadway, New York.

A Star who has become a Star without the aid of printer's ink.

Priscilla Dean in "Kiss or Kill"

The Fascinating Love Story of a Lonely Burglar

A Universal Special Attraction

"Postponed"?

—"I am sorry and I'm glad to announce that my latest Universal serial—"THE RED GLOVE" —has been postponed from Feb. 17th to March 17th. I'm glad, because this will give you another month to prepare your patrons for this smashing big serial, and I'm sorry, because it just puts off your rain of coin for 30 days. But—this added advertising doubles the value of this big new serial winner for your house.

Begin now to announce it. Begin now to boost it, and by the time you show your first episode, you'll have your whole territory aroused over this tremendous new serial, directed by the great McGowan, and based on Douglas Grant's thrilling book—"The Fifth Ace"—read by millions. Get a copy of the big Ad Campaign Book, and see what's ready for you. Nothing like it ever conceived in newspaper advertising ideas, and helps to coin the big money for you. Communicate with your nearest Universal Exchange—NOW!

Cordially yours,

UNIVERSAL FILM MFG. CO., Largest Film Mfg. Co. in the Universe, Carl Laemmle, President, 1600 *B'way. N. Y.*

MARIE WALCAMP.

Fritzi Brunette

and a brilliant cast of players -in-

"The Sealed Envelope"

The sensational melodrama

Here is a story that grows more gripping, more human, more absorbing with every foot of film—a story, that, instead of letting down, keeps building up—a drama that clutches your sympathies and winds its tendrils around your heart.

A sensational picture of two young people struggling against Fate and the Law—innocent, yet persecuted—injured, yet indomitable—misrepresented, yet true as steel—to whom happiness comes in the end so swiftly as to bring tears to your eyes.

Don't fail to book this picture. Your people will thank you.

Book thru your nearest Universal Exchange, or communicate with the UNIVERSAL FILM MFG. CO., Largest Film Mfg. Company in the Universe, Carl Laemmle, President, 1600 Broadway, New York.

BACK FROM HELL!

No. 224. --- Straight from the Shoulder Talk by Carl Laemmle, President of the Universal Film Manufacturing Company . . .

THE name "Universal" has come back.

During the program days it stood for all that was greatest and best in moving pictures.

Then came a period when everybody was so star-mad that the name "Universal" was held in scorn as meaning "nothing but short program stuff."

Following this came our uphill fight to get our goods back into the finer theatres. To make the fight easier and get away from the name "Universal," for the time we adopted the name "Jewel" and used it on none but fine pictures. We quickly established the "Jewel" brand as a positive insurance of good quality.

Our next step was to bring back the name "Universal." To accomplish this, we started our "Universal Special Attractions." We picked them and chose them with extreme care. We rejected many an expensive picture because it was not good enough to bear the name. Those that could not be saved by being re-made in part or whole are on the shelf and will remain there!

The trade now recognizes the fact that, as an exhibitor said recently, "the Universal has shown a greater improvement in quality during the past year than any concern in the picture business."

Week after week, month after month, we have produced pictures which have had the almost unanimous approval of the exhibitors, the critics and the fans. Month after month we have demonstrated the fact that we DO know how to produce the finer sort of pictures. Month after month we have watched the slow awakening of exhibitors to the fact that no theatre on God's green earth is too high class to use Jewels or Universal Special Attractions as their chief drawing cards.

Now, pay attention to this:

The Universal has gone through hell in more ways than one—but it has come back! It doesn't even smell of the brimstone any more.

The Universal never, in all its history, made such high-class pictures as it is now releasing under the Jewel and Universal Special Attractions. We are hitting the bullseye of quality more regularly than any company that I know of—and we are permitting the exhibitors to buy our pictures instead of begging them to do so.

We will soon raise our prices on Jewels and on Universal Special Attractions. We will also raise our prices on serials and on news reels. First, because they are worth more than we have been asking. Second, because exhibitors are paying more for pictures not nearly so reliable. Third, because we need the money.

So, in spite of our former reputation of "making only short program stuff," which gave us a black eye for a long time; and in spite of low rental prices, which automatically classed our pictures with junk; and in spite of taxes and influenza, which not only blacked our other eye but also kicked us in the pit of the tummy—

In spite of all these little journeys in hell, we are right side up with care—feeling better, smiling now and then, and making the best pictures that we know how; and when they're not right, they're shelved!

If you've ever been away, you know how good it feels to be back! And that's just where we are—back on the top side, where we belong!

THE MOVING PICTURE WEEKLY

A MAGAZINE FOR MOTION PICTURE EXHIBITORS

Published Weekly by the MOVING PICTURE WEEKLY PUB. CO.
1600 BROADWAY, NEW YORK CITY

PAUL GULICK, *Editor* JOE BRANDT, *Bus. Mgr*

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Vol. 7 FEBRUARY 15, 1919. No. 26

EDITORIAL

ON page thirty-five of this issue will be found an exhaustive account of the new Star Series Booking Plan, under which the Universal Special Attractions will be released from March 10 on. This is a distinct departure from any booking plan used by the Universal, and it has been safeguarded in every way in order to make it equitable to the exhibitor and the exchange alike. It has manifest advantages for both which no other booking plan contains. And the series will comprise five of the most popular stars in the public eye—Mae Murray, Monroe Salisbury, Priscilla Dean, Harry Carey and Mary MacLaren.

* * *

THE tax situation throughout the country is just beginning to be understood by the rank and file of exhibitors. Every mail brings to every big releasing company by the score, and to the National Association of the Motion Picture Industry by the hundred, requests from exhibitors to know what they can do to help in their locality. There are several ways in which this can be done. By appeal to your Congressman, if you have any acquaintance with him, is one way. Write a personal letter to your Senator and Representative, anyway.

But the best thing to do is the same thing the managers of the legitimate houses did. They won their fight against an additional ten per cent admission tax and the dangerous provision was withdrawn because of the millions of names of those who protested against it. You can do the same. Have a speaker tell the audience at every showing in your house that your theatre is threatened with an iniquitous discriminatory tax of five per cent on bookings, which is equivalent to more than the present tax on admissions, and that it will of necessity be passed on, in addition to the ten per cent tax, to the theatre patron. Then ask them to sign the petition on this page. Have copies of this one struck off and passed around the house. Then send the slips to the Conference Committee of the United States Senate Committee and the Ways and Means Committee of the House of Representatives.

And do it quick.

PETITION

To Conference Committee Protesting Proposed Tax.

From ..... Theatre

City ..... Date .....

To the Honorable Conference Committee of the United States Senate Committee and the Ways and Means Committee of the House of Representatives:

We, the undersigned motion picture patrons, strongly protest against the imposition of a five per cent tax on film rentals. The motion picture has proved itself to be the principal school of patriotism of the American public. It is likewise the chief means of entertainment and education of all classes of the American people, to the extent that it has not only become an essential but a necessary part of the lives of the people.

If the proposed tax is enacted it will necessarily mean a substantial increase in admission prices of all motion picture theatres, and the consequent deprivation of millions of people of entertainment and education so necessary in these times of world-wide unrest. There is no more justification for placing a tax on film rentals than upon the plays, scenery and properties of theatrical productions. The tax means that the millions who are patrons of the motion picture theatre are compelled to sustain a burden not imposed upon the comparatively few who attend the legitimate theatre.

Names. Addresses.

* * *

FOR some time the Moving Picture Exchanges of the country and the exhibitors as well have been laboring under a general misunderstanding in regard to shipment of paper. The Interstate Commerce Commission ruling, "that advertising or other matter must not be attached to the outside container of a film shipment," has been generally understood to mean that no posters or advertising matter can be shipped with packages containing film. All of the exchanges, therefore, shipped them separately, and they were shipped back to the exchanges separately by the exhibitor.

The Transportation Committee of the National Association of the Motion Picture Industry has ascertained that this was not the intent of the measure at all. The ruling was merely meant to prevent the tying on of rolls of paper or other matter which would prove unwieldy and which would naturally be likely to become detached in shipment. If posters are packed neatly inside the container there is no objection to them. In the future they will be shipped this way to the exhibitor, and when sending back film to the exchanges, posters, folded separately, can be inserted in the container to the full amount of that container's capacity.

Here is the Adams Express Company's bulletin in regard to this matter:

"Agents must refuse to accept shipments of moving picture films with advertising or other matter attached to the outside container. Shippers desiring to include advertising or other matter with their shipments of moving picture films should be informed that it will be necessary to place same inside the outside box containing the films."

An Even Dozen

Dyed-in-The Wool Successes—

Dorothy Phillips in
"THE RISKY ROAD."
An enduring success.

Mae Murray in
"THE BRIDE'S AWAKENING."
They're still talking about this one.

Mary MacLaren in
"THE MODEL'S CONFESSION."
The First Mary MacLaren Special Attraction—They have to step lively to beat it.

Harry Carey in
"HELL BENT."
Wid Says: "It's a safe bet."

Mae Murray in
"HER BODY IN BOND."
One of the most expensive and complete of Universal Special Attractions.

Dorothy Phillips in
"THE MORTGAGED WIFE."
If you haven't played this yet, you have a sell-out coming.

Priscilla Dean in
"KISS OR KILL."
This title always draws them in.

Harry Carey in
"THREE MOUNTED MEN."
Wid says: "It registers convincingly because it's human."

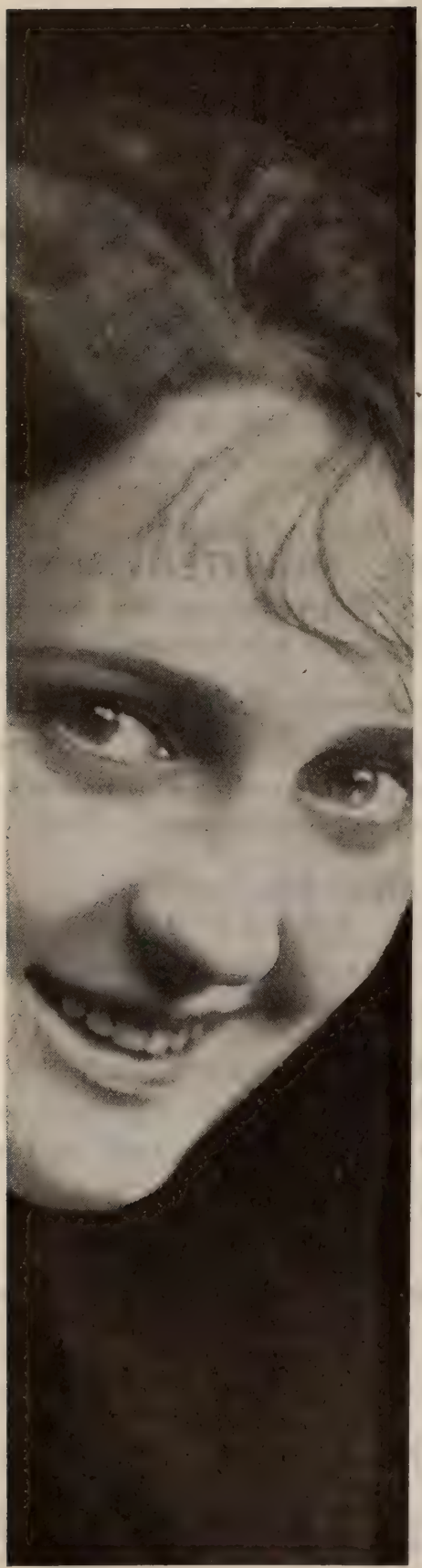
Dorothy Phillips in
"THE TALK OF THE TOWN."
"Is the kind that will make barrels of money for exhibitors."—Wid.

Mary MacLaren in
"THE VANITY POOL."
Five stars make this great.

Mae Murray in
"DANGER, GO SLOW."
Love, adventure, thrills, pathos and suspense make this a great picture.

Priscilla Dean in
"THE WILDCAT OF PARIS."
A personal triumph and an unqualified box office success.

WE GUARANTEE EVERY ONE OF THESE
UNIVERSAL SPECIAL ATTRACTIONS



Frances Agnew photoplay critic

of the New York Sunday Telegraph, in her review of Carmel Myers in "WHO WILL MARRY ME?" said: "If I were asked to make a list of the most attractive and capable stars in filmdom today I would certainly choose

Carmel Myers

—as one of the leaders. The title of her newest dramatic winner—"WHO WILL MARRY ME?" suggests farce comedy, yet it is a tense drama, so well produced that commendable superlatives can be used without question in describing it." . . We agree with Miss Agnew. She hit the nail squarely on the head in her review. "WHO WILL MARRY ME?" is as big as "MY UNMARRIED WIFE," which cleaned up for exhibitors in every State in the Union. Play this latest release precisely as you did "MY UNMARRIED WIFE." The results will be as big if not bigger.

Released through Bluebird Exchanges

Now Being Staged by Exhibitors Everywhere

Mrs. Charlie CHAPLIN WEEK

Seven Days of Capacity Houses

PUT IT ON NOW!

Give her a net more than Mildred Harris Mrs. Charlie

HERE'S one of the biggest clean-up chances of years. Every man, woman and child in your town wants to see the girl who married Charlie Chaplin—now add the fact that Mildred Harris always packs your theatre and you'll see why seven days of this meteoric young actress will be the best seven days in the history of your house.

Week's Run and you ever netted before

Chaplin

Get these Simple Business Reasons

THE cost of your advertising a week of Mrs. Charlie Chaplin will be little, if any, more than the cost of advertising her for one day. In other words, multiply your one-day ad costs by six and add it to your net profit. Then add in Sure Satisfaction and cut out Trouble and Worry. That's a Mrs. Charlie Chaplin week.

JEWEL PRODUCTIONS
INCORPORATED
Executive Offices. 1600 Broadway. New York City

Five Great LOIS WEBER Triumphs

featuring

Mrs. Charlie Chaplin

Mildred Harris

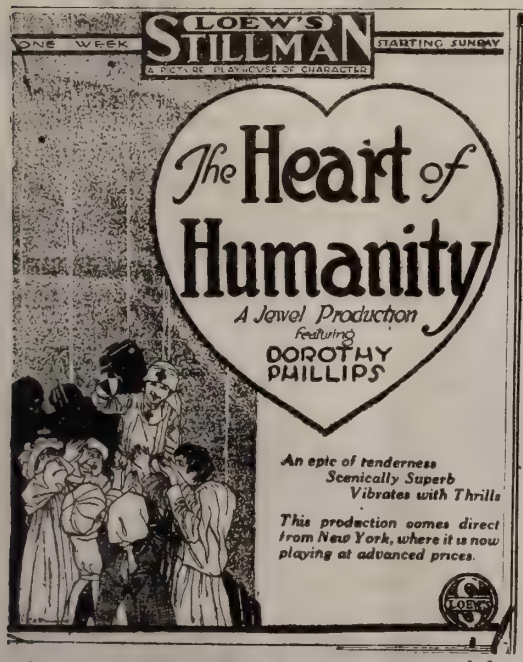
CALL ON YOUR NEAREST JEWEL EXCHANGE TODAY FOR ADVICE, HELP AND MATERIAL FOR MAKING THIS CLEAN-UP.

We are not going to refer to the quality of these five Lois Weber triumphs in which Mildred Harris has crowded houses in every section of the country. You know what these five plays are like—it's simply a question of putting Mrs. Charlie Chaplin over in your publicity.

Get from your Jewel Exchange mats of the special ads—copies of press matter—and publicity cuts of Mrs. Charlie Chaplin. Make use of their advice in combining the ads and cuts with your announcement. Put this week over hard in your paper for the first day and your work will be done.

JEWEL PRODUCTIONS
INCORPORATED
Executive Offices. 1600 Broadway. New York City

TODAY'S AND SUNDAY'S PROGRAMS AT THE MOVIES



An adv. in the "Cleveland News" that brought business for the Stillman Theatre.

METROPOLITAN
West Side
MADISON

Film Triumph Next Release at Stillman

"THE HEART OF HUMANITY" DECLARED TO BE A PEER OF "THE BIRTH OF A NATION."

By Archie Bell

I COUNTED myself fortunate to have seen "The Heart of Humanity." You'll feel the same way about it after you see it at the Stillman Theatre all next week. It's a masterpiece, a film triumph. And you know that masterpieces are rare; you owe it to yourself to see them as they pass in review.

What is it about? Love. It tells the old, old story, and the story so vibrates with thrills that it becomes a veritable epic of tenderness. Once Hal Reid told me that the keynote to all very successful dramas (and he the author of over one hundred produced plays ought to know) is mother-love. Others might have another opinion, but love fraternal, maternal, militant —love triumphant, is the basis of most all great drama. This combines all and more, because it has for its great central motif a love for all humanity. It was this that recently won the great war.

The war is the setting for the larger episodes and moving scenes in this drama; but the writer and producer have done what Griffith did in "The Birth of a Nation," they weave such an affectionate bond between the spectator and the little group around a single hearthstone that the war becomes the great event in the life of that family and not merely an excuse for showing "scenes in France" during the four years that follow 1918.

SCENES LAID IN CANADA.

The scenic arrangements of "The Heart of Humanity" are superb. Up in Canada, somewhere in the beautiful lake country distant from too much "civilization," lives the Widow Patricia with her fine brood of sons, every one of them true blue. The beautiful little Nanette, ward of the priest, seems to be the "choice" of every youth in the village, but she becomes the wife of John Patricia and their wedding day is being celebrated in true primitive fashion, when news comes that Great Britain and Germany are at war.

John and his four brothers answer the call. Husband and wife are separated, only to meet again amid the bloody scenes of warfare.

The husband brought a "friend" to his primitive home in Canada, when he was returning there for his holiday. This gentleman was a German officer and a representative of the military caste traveling incognito. He attempted to force his attentions upon Nanette, and she detested him, feeling the horror of him with an instinctive sense known to women.

Of course they meet again. The German then seems to be the master. He is in a frenzy of power and lust and there are thrilling moments before the husband comes to the rescue of his brave wife, and permits her to know the joy of being decorated by the French military for what she has done to bring light into sorrowing lives. She is invalided back to Canada.

"Then the Yanks came." This subtitle naturally rushes the story along to its conclusion. Things changed after that, as all the world knows. John came back home, but he left brothers behind on the battlefield. The poor mother sits in her home, as she receives the sad news (a la "The War Bride"), and looking at her little grandson who has come to bless the home during the period of war she sobs a prayer of thanksgiving: God has taken away her beloved, but He has also given life.

There are many incidentals to this pulsating, throbbing story, and although the film runs to eight reels, it is not too long. Every episode in the action seems nicely built to dovetail with what has preceded and what succeeds. There are vivid pictures of modern warfare, some of them seeming to be actual photographs of historical importance, at any rate they are splendidly made and strikingly illustrate the biggest event in the history of the last two thousand years.

Miss Dorothy Phillips gives an excellent portrayal of Nanette, the girl-wife and noble heroine. Eric von Stroheim is one of the cleverest, most impressive villains that I have ever seen on the screen. Here is "heavy" acting that looms up in such repulsive fashion that it compels critical admiration over anything done by the smiling William Stowell, who personates the hero, John Patricia.

ACTRESS MAKES DEBUT.

Margaret Mann, who is said to make her film debut in this piece, gives a beautiful performance of the mother of the boys, happy, sensitive, sympathetic, and proves herself to be an actress of imagination that registers itself splendidly—although it is said that she has not hitherto known that she was an actress at all, and that she was picked as a "type."

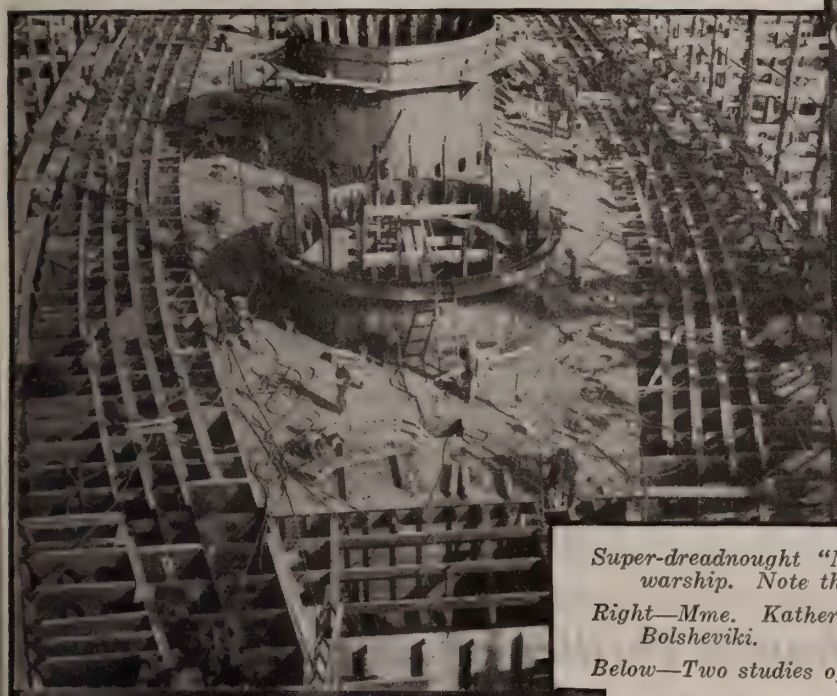
"The Heart of Humanity" has one hundred points to commend it that might be enumerated, but that would be mere repetition of various synonyms for excellence. The picture is the peer of "The Birth of a Nation." Nothing deserves higher praise.

Current Event, Hearst Last Minute

Brooklyn welcomes home its old 13th Regiment, now the 57th Coast Artillery, on the battleships Louisiana and New Hampshire.

Oval—Wm. J. Bryan, the chief grape juicer, and the loving cup presented by T. S. A.
Below—Capt. Eddie Rickenbacker, who brought down 25 Hun planes.
Standing—President Wilson at the Peace Conference.

News, Screen Telegram Photographs



Super-dreadnought "Maryland," which will be America's greatest warship. Note the five hulls.

Right—Mme. Katherine Breshkovskaya, here to denounce the Bolsheviki.

Below—Two studies of President Wilson.

"Wid" Says: "Suspense is Big Factor in Well Directed and Capably Acted Drama"

AS A WHOLE.....Strong suspense makes greater part of film unusually gripping.
STORY.....Adaptation of story by Evelyn Campbell; has Poe-like quality in creation of ominous atmosphere.
DIRECTION.....Excels in night scenes dealing with the removal of the body of a dead man.
STAR.....Realizes opportunity offered in an emotional role; should be liked in this.
SUPPORT.....Jack Mulhall makes forceful husband; roles of the clothing buyer and the negro servant well handled by Clarissa Selwyn and Lucretia Harris, respectively.

DON'T judge this picture by the first two reels. They merely indicate the familiar wronged "gel" and misunderstood wife story, whereas the plot, as it is worked out, has an exceptional element of mystery and suspense.

Director Julian's use of a thunder-storm as an ominous background for a tragic night, his handling of the three frightened women, whose nerves are stretched to the breaking point because of the frightful secret they share, and the introduction of incidental bits that heighten the interest, reveal directorial work of a high quality.

For at least three reels, the atmosphere of impending tragedy is maintained on a rising level, culminating in the scenes showing the three women carrying the body of the dead man through the streets while a thunderstorm rages. Photographically and in the arrangements of the scenes, these sequences are notable. Also, they are extremely well acted by Mary MacLaren and Clarissa Selwyn.

Jack Mulhall has a big opportunity towards the close of the picture when he discovers what has happened and accuses his wife of having deceived him.

Starting out rather slowly, with the not unusual incident of the girl who has been betrayed by a man whom she does not love, and therefore feels obliged to reject the suitor of her choise, they prepare the way for the real punch of the plot.

Let folks know that you have a thriller of unusual quality

MARY MacLAREN *in* *"CREAKING STAIRS"*

(Universal)

BECAUSE it has suspense to an unusual degree and a spooky quality which certainly will send cold chills up and down the spines of a sensitive folk, this is a picture which you may safely count upon to hold attention and leave the impression of being out of the ordinary.

The sex problem isn't really an important factor, so I wouldn't worry about its giving offense, even if you are catering to a particular crowd. They will recall the other and more dominant features of the production, which Director Julian has handled with praiseworthy skill. If you are running Universal pictures regularly, I would mention the director's name, because his production is of a generally good character that will lead your regulars to expect a worth-while offering.

Mary MacLaren has a first rate part in this and you may guarantee that she gives a mighty interesting performance with a well selected supporting cast. Jack Mulhall deserves some place in your publicity.

Treat the picture on lines indicating that you have a thrilling mystery drama, and be sure that your musical accompaniment is calculated to increase the creepy effect. Many of the scenes, with the right sort of music, ought to keep your audience keyed up to a high pitch.

"Creaking Stairs" is a suggestive title, well in the mood of the picture, and I would make the most of it in catchlines in connection with the name of the star. A line might be worked along this idea: "Creaking Stairs," you've heard them and know how in the dark of an empty house they send creeps running up and down your spine; but if you think that's something to get frightened about see Mary MacLaren in her latest thrilling drama of mystery and suspense.

MARY MAC LAREN

in "CREAKING STAIRS"

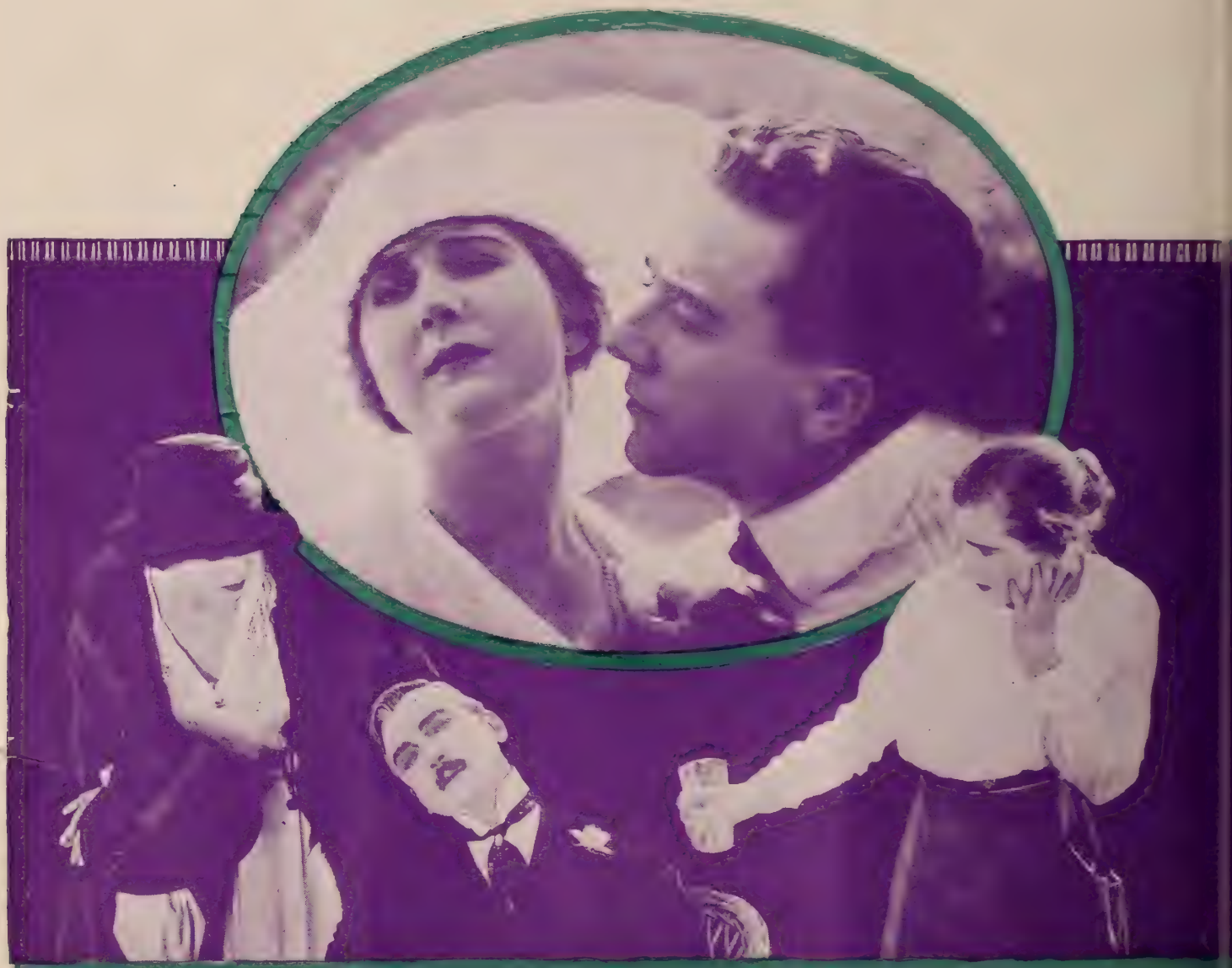
A UNIVERSAL SPECIAL ATTRACTION

Mary Mac

RUPERT JULIAN'S
MASTER SUSPENSE DRAMA

"CREAKING STAIRS"

A UNIVERSAL SPECIAL ATTRACTION



Laren ín

TALK about ghost stories—talk about thrills—here's the loveliest, creepingest, goose-fleshiest sensation of a love drama that ever sneaked up and caught your heart in your throat! A young wife suddenly involved in the most unexplainable fix that ever turned an honest man's love into madness—only to smooth away into a love scene that will send everyone away in a glow of happiness. Directed by the same genius who packed your house for you with "The Kaiser, the Beast of Berlin."

As for Mary MacLaren — you'll be with her every instant on those fateful, creaking stairs. See your nearest Universal Exchange today.

UNIVERSAL FILM MFG. COMPANY
1600 B'way. N. Y. Carl Laemmle. Pres.

HARRY CAREY
"Roped" "Hell Bent"

"LUCK" in picture-making can't compare with "Knowing how". The trade says that Universal is a "lucky" concern. But we know that it's "Knowing how" that's done it—plus years of the hardest kind of work. That is the very simple business reason why

UNIVERSAL SPECIAL ATTRACTIONS

have become, in a short six months, the only real rivals that the famous Jewel Productions have today. Go see one—any one—of the seven productions listed here and you'll appreciate the eternal difference between "Luck" and "Knowing how" in pictures. At your nearest Universal Exchange. Or communicate with

UNIVERSAL FILM MFG. COMPANY

1600 Broadway, N. Y. *Carl Laemmle, President*

PRISCILLA DEAN
"Kiss or Kill"
"The Wildcat of Paris"

MAE MURRAY
"Danger!-Go Slow"
"The Bride's Awakening"

DOROTHY PHILLIPS
"The Talk of the Town"

CREAKING STAIRS

Scenario by Rupert Julian, from original story by Evelyn Campbell. Directed by Rupert Julian.

ADVANCE PUBLICITY

CAST.

"Dearie" Lane.....Mary MacLaren
Mark Winfield.....Herbert Prior
Fred Millard.....Jack Mulhall
The Buyer.....Clarissa Selwyn
Elsie .....Lucretia Harris

"DEARIE" LANE is one of those unmoral girls who takes life as it comes, and when it offers her little flirtations and later the compromising attentions of Mark Winfield, a wealthy business man, who is growing old, she accepts them all, because she knows no better. She has never had any training. Her friends lose sight of her, for she disappears into the role of a "great lady." However, she cleaves to one good friend through it all, and through her she meets and marries Fred Millard, her true mate, a young fellow in the crucible of "making good." To make things come a little easier at the start they take a boarder, a friend who is a department store buyer.

But the weakest link in the chain gives under a little strain, and where there is a forgotten defect in the staircase the stairs will creak. And "Dearie" tries to walk courageously up and down the stairs of their little home with no faltering thoughts of the past. But the inevitable happens and Winfield again comes into her life, while her husband is absent from home. A dreadful thing happens—Winfield dies suddenly of heart disease in the parlor of the Millard home, and the panic-stricken girl, fearing her husband will believe the circumstantial evidence against her, hides the body of Winfield in the attic. Later, with the aid of a negro servant, "Dearie" takes the body to a railroad embankment. Discoveries follow right and left and Millard is crushed with the fear that his wife has again thought of Winfield. "Dearie's" friend, the boarder, sanely steers everybody out of the maelstrom of trouble and seeming deceit and the sun shines at last.

HERALD FOR "CREAKING STAIRS."

WITH her heart full of love and contrition "Dearie" Lane, as her former admirer nicknamed her, had married Fred Millard. But she kept a secret locked in her breast. Mark Winfield had given her wonderful clothes and presents. She hated to throw them away, so she told her husband that the head buyer who lived with them had helped her buy them cheap.

Winfield, unknown to her, owned the modest house where the Millards lived. One terribly hot day the owner himself came to collect the rent. And, horror of horrors, he dropped dead of heart disease in the parlor. What a situation! She knew that her husband would never believe her innocent. What would you do? Come to the ..... theatre on ..... and see "Creaking Stairs." Then see if you would have done the foolish thing that "Dearie" did.

ADVERTISING CATCH LINES

1.—In her mind's eye there was only luxury and workless content. The reality was disillusioning, for there was no Love. When that came all else was tinsel—and she forsook Wealth for Poverty, Jewels for "A Home for Two" and A Patron and His Dogs for a Husband and Babies.

2.—All her life she was—"Dearie." First, the dearie of every floral purchaser; then the dearie of an ageing moneybags. But ultimately, Life was stripped of camouflage and Love found her—and she became the beloved "Dearie" of an adoring husband.

3.—To her, Life was Luxury, but later she found the Luxury of Life to be Love.

4.—The "Past" had come to confront her. Her "Conscience" never ceased to accuse her. Then Love opened the doors of Remorse and she confessed. Then, for "Dearie," Joy and Peace.

5.—Had she only given up the clothes of her former luxury. But she hadn't; and she wore them.

6.—Money, luxury and dogs—or "A Flat for Two," Love—and babies. It was the everlasting conflict. But for Love—starved "dearie" Lane there was a hard row of expiation to hoe—see how she solved the problem.

7.—Winfield bought her with gold and luxury. He sought departed youth through "dearie" Lane. In her disillusionment he saw his failure—for Love had again stacked the cards—and Cupid's was the stake!

8.—The springtime of Love lured her to the bars of her cage—and showed her the verdant world where babies took the place of dogs, and Life was ruled by Cupid's bow. She chose .....what?

9.—She gave away the limousine of luxury for a love flivver.

10.—"The Sweetest Girl in the Films"—a charming production—a splendid role. See "Dearie," Rupert Julian's successor to "Shoes," "Bread," and "Vanity Pool."

Publicity Stories on "Creaking Stairs"

AT A GLANCE.

FEATURE—"Creaking Stairs," Universal - Mary MacLaren Special Production in 6 reels.

STAR — Mary MacLaren, who rose to fame in "Shoes," and was featured in "Bread" and "Vanity Pool."

DIRECTOR — Rupert Julian, who produced "The Beast of Berlin."

SCENARIO—By Rupert Julian, from

ORIGINAL STORY—By Evelyn Campbell.

SUPPORTING CAST — Jack Mulhall, Clarissa Selwynn, Lucretia Harris, Herbert Prior.

LOCALE—New York, a palatial home; a florist's shop; a little nest of domesticity.

TIME—The present.

THUMB-NAIL THEME — A girl, untaught by the lessons in a big city, learns her manual of deportment through love. Succumbing at first, she finds a true love and marries, but is revisited by the patron of her "past." Ultimately she confesses her mistake when she seeks to hide the body of the man who expires in her home and she is found out. With the unburdening of her soul and the ejection of the jealousy of the husband happiness comes to her.

ADVERTISING PUNCHES.

1—The axiom that "a past always visits its iniquities on its victims at the most inopportune time."

2—The fact that "Creaking Stairs" is a Universal-Mary MacLaren production extraordinary, in six reels, with a cast including such splendid performers as Jack Mulhall, Herbert Prior, Clarissa Selwyn and Lucretia Harris.

3—The cycle of life delineated in "Creaking Stairs," from florist's shop to a Manhattan home-palace to a tiny home over which she presides as a wife befitting her own station.

4—The direction, by Rupert Julian, producer of "The Beast of Berlin."

5—The meteoric rise of the charming star. Miss MacLaren has behind her a string of remarkable productions. Lois Weber featured her and brought her to the fore. Among her recent conquests were those in "Bread" and "Vanity Pool."

ADVANCE NOTICES

THERE is a triumvirate of stars in "Creaking Stairs," the Mary MacLaren-Universal special release, which is to be projected at the ..... theatre ..... Mary MacLaren is the featured player in this realistic expose of uneasy ambition, while Rupert Julian, who produced "The Kaiser, the Beast of Berlin," for Universal, directed. Jack Mulhall is the third of the trio. Mulhall starred in "The Brass Bullet" serial with Juanita Hansen and has co-starred with Louise Lovely, Carmel Myers, Ruth Stonehouse and Flora Parker De Haven

Besides Mulhall Miss MacLaren has in her support Clarissa Selwynne, Herbert Prior and Lucretia Harris, and an amiable "lady of color," who, aside from being "atmosphere," has a smashing role in the colossal climax of the feature-play.

The anonymous player is Miss MacLaren's aide when the star disposes of the body of her former patron, who has expired in her home. So that her husband shall not know and discover how unalterably her past has been linked to the life of the dead man Miss MacLaren, as "Dearie" Lane, and the negress take the corpse out of the house into a rain-swept night and deposit it in a deserted place. Thunder rolls and lightning flashes; the elements frown upon the craven dead and immediately there descends on "Dearie" Lane, luxury-loving, searcher for the "easiest way," a concatenation of events that visits on her the curse of her "past." Ultimately the salving efficacy of Love operates, however, and "Dearie" is taken into the shelter of her devoted husband's arms.

ADVANCE NOTICES.

THE title of the Universal Special Attraction which is coming to the ..... theatre on ....., is "Creaking Stairs." Undoubtedly the title has drawing power, but it is a matter of some interest to find out how Manager ..... intends to reproduce a creak in his screen. So far as known it will require an entirely new apparatus. The galloping horses, thunder and lightning machines, wave apparatus and the bag of glass are all familiar to theatre patrons and some new apparatus will have undoubtedly to be devised to represent a stair's creaking.

JACK MULHALL, Mary MacLaren's leading man in her new special production, "Creaking Stairs," which Rupert Julian directed at Universal City, is a college man. He received his higher education at Columbia and on the screen. He has co-starred with Louise Lovely and Carmel Myers, Ruth Stonehouse and Flora Parker De Haven. But Jack, as befitting a man of superior education and attainments, has had greater ambitions than to co-star. He has been featured in his own right, but says he is quite willing to support so capable a star and so charming a young and talented woman as Mary MacLaren.

Mulhall has a fine role in "Creaking Stairs," to be shown at the ..... theatre ....., and under Director Julian's sponsorship has developed a telling character out of the script-Fred Millard.

THE announcement of the combination of Rupert Julian as part author and director, Mary MacLaren as star and Jack Mulhall the serial leading man, is an interesting one. The combination is effected in "Creaking Stairs," which comes to the..... theatre on ..... It is a Universal Special Attraction. It is somewhat of a jump from "The Kaiser, the Beast of Berlin," to "Creaking Stairs," but a title such as this would undoubtedly cause Kaiser Bill considerable perturbation of mind in his present nervous condition.

RUPERT JULIAN should have injected a few creaks into his punishment for the ex-emperor in his world-renowned photoplay. This nerve-racking Universal Special Attraction, with Mary MacLaren as the star, comes to the ..... theatre on ..... "Creaking Stairs" was directed by Rupert Julian.

MARY MAC LAREN, who sprang into popular favor in "Shoes" and other Lois Weber productions, and who is now appearing in "Creaking Stairs" at the ..... theatre, is said to be one of the most unaffected actresses on the screen. Miss MacLaren is ambitious and talented. Though her rise in the cinematic craft has been rapid film critics predict for her an even more brilliant future.

Read what the leading Film Magazine in America says about

DOROTHY PHILLIPS

in

"The TALK of the TOWN"

The Smartest Picture of the Season

WHEREVER Dorothy Phillips in "THE TALK OF THE TOWN" has been shown it has instantaneously become "the talk of the community." It is ultra smart, unusually costumed and elaborately staged. The way to get the big money from this special attraction is to advertise it as unusually SPECIAL and play it for a run of at least three days—four days are better, with a week's run to biggest money. Handled right, you'll make a veritable clean-up with this production. Special ads and everything prepared for you. See your Universal Exchange.

IT'S A UNIVERSAL SPECIAL ATTRACTION

UNIVERSAL FILM MFG. CO., Largest Film Manufacturing Company in the Universe, Carl Laemmle, President, 1600 Broadway, New York.

This is the famous "TAD"

T. A. D. (TAD) T. A. DORGAN

Creator of the famous "INDOOR SPORTS"

HERE he is, Gentlemen—the world-famous "TAD"—the unique and tremendously popular newspaper cartoonist and humorist.

Creator of the famous "Indoor Sports" that make millions laugh daily.

Yes, he's a "south-paw" when he works, but his cartoons, "Indoor Sports," "Silk Hat Harry," "Judge Rumhauser," etc., are the "righthandedest" money-getters for Exhibitors that ever appeared in films and you're going to get "TAD'S" cartoons to make your theatre the meeting place of the crowds each week.

Released Exclusively Every Week in HEARST NEWS

Tell your public to come and see in animated cartoons those famous characters created by "TAD" and known to millions of people throughout the country.

Tell your people that **YOU** in **YOUR** house will show these "TAD" cartoons exclusively in HEARST NEWS. Tell your people, too, that they can see the famous UNIVERSAL CURRENT EVENTS and SCREEN TELEGRAM also each week in YOUR house exclusively.

Book thru your nearest Universal Exchange or communicate with the Universal Film Mfg. Co., Largest Film Mfg. Co. in the Universe, Carl Laemmle, President, 1600 *Broadway, New York.*

Watch For

the new SCREEN MAGAZINE that's going to set the pace for everything in the screen magazine line.

It's going to be the livest, snappiest and most entertaining from the spectators' standpoint and a genuine feature box office attraction every week for exhibitors. See your nearest Universal Exchange and reserve your booking for the

N E W SCREEN MAGAZINE

NOW. It means tieing up to the best feature of its kind on the market

See Next Week's Advertisement

Publicity Matter on "The Sealed Envelope"

THE STORY.

(*Copyright*, 1919, *Bluebird Photoplays, Inc.*)

PETER JAMES SLANEY and Lena living at the same boarding house, discover between them a bond of sympathy. Slaney has been a master crook and his past comes before him with the appearance of a stranger who tells him he knew Slaney before he "went up." The stranger persuades Slaney to break into the home of John Biggs, the political boss. He offers $2500 with the alternative, if he refuses, of exposure.

Slaney accepts the proposition and is given a sealed envelope with instructions to be opened only in the Biggs' mansion.

In the designated room he discovers a child of three or four who begs Slaney to take her away. He takes the child to Lena, throwing away the sealed envelope. Lena admits that she once had a child, who would have been about the age of this one Slaney rescued, had it not died. That night Slaney is arrested. Truman, Biggs' emissary, who has been charged by his employer to get a master crook to secure the return of the child, sees Slaney and obtains his release for the purpose. But Slaney is knocked out by thugs and taken to the county hospital.

When Slaney returns to the boarding house Lena has gone with the child, knowing that Slaney would want it protected at any cost. She is befriended by Madge, a girl of the underworld.

They try to blackmail Biggs by claiming the child is Lena's and Biggs is the father. Gregory, brother of Biggs' divorced wife, declares that he hired Slaney to get the kiddie in order to build up a case against the political boss. The sealed orders were to get the child. Biggs in the midst of a hot political campaign, submits. Slaney and Lena plan to go to the country to start anew—to "raise chickens—and everything.'

Story by Harvey Yates.

Directed by Douglas Gerrow.

CAST.

Lena	Fritzi Brunette
Slavey	William Sheer
Biggs	Jos. Girard
Gregory	Charles Dorian

FOR THE HERALD.

MR. SLANEY was supposed to be an actor, and he was the only one in the boarding house who called the little slavey, "Miss Letser." Came a figure from Slaney's dark past.

"You're the best inside man in the city. Here's $2500 to pull off just one more trick. Refuse and up you go. Don't open this envelope until you are in the big nursery of Boss Biggs."

In the nursery the crook took compassion on a four-year old child who begged to be rescued. He threw away the sealed envelope unopened. The child he brought back to Lena to keep from the hue and cry he knew would follow.

"Why, Mr. Slaney," cried Lena, "she is just like my baby who died in this house. That's why I'm here, dishonored." And there they were, each discredited to the other. In the morning they were both discredited before the world and Biggs the boss. But they found a way. See "The Sealed Envelope" at the ..... theatre.

ADVANCE NOTICE NO. ONE.

A FILM expose that is an expose and no more is scarcely good entertainment, though educational. Yet an entertaining play without a purpose is just as inane.

"The Sealed Envelope" which presents a vivid story of underworld intrigue and political machinations at the ..... beginning ..... combines the qualities of education with 100 per cent. entertainment. Under Douglas Gerrard's artistically capable direction Fritzi Brunette, the Universal star, William Sheer and their support including Martha Mattox, Katherine Wallace, Charles Dorian and Joseph W. Girard, have recorded a brilliantly dramatic performance.

There are scenes between Lena, the slavey, and her sweetheart Slaney, the ex-crook, who are brought even closer by Dimples, a baby Slaney has discovered while carrying out the instructions of his sealed orders. They are full of pathos and redolent with romance. Then comes the battle of wits between John Biggs, the political mogul, and his henchman Truman and Slaney, with the latter ultimately triumphant. Here the dramatic scheme reaches its pitch and the climax comes when Biggs' last card is played and it becomes a boomerang. For Biggs is the father of Dimples, the child Slaney accidentally came upon in the Biggs mansion, aand its mother is—Lena. The theme is appealing, the execution almost flawless, with the highlights of emotional and dramatic contrast well brought out.

ADVANCE NOTICE NO. TWO.

A DRAMATIC tale of love and political chicanery is "The Sealed Envelope" which comes to the ..... theatre on..... Produced by Douglas Gerrard with Fritzi Brunette in the starring role, this photoplay of everyday life is an expose of social leprosy as superinduced by class distinctions and intolerance. Yet throughout the web of intrigue and underworld machinations runs a clear, silver thread of romance, which flowers into a love that surmounts all obstacles, that purges all sins.

Chief in Miss Brunette's support is Wiliam Sheer, as the ex-crook, while the rest of the cast is capable and includes Joseph W. Girard, Ogden Crane, Charles Dorian, Martha Mattox and Katherine Wallace.

A REVIEW.

"THE play's the thing."

Cinematically, "The Sealed Envelope" at the ..... is one of the finest exemplifications of this bit of philosophy we have seen in many moons. Here is a story dealing with everyday characters in a big city, going about their everyday work, with the dramatic episodes that might enter anyone's life transpiring just as we know they really do occur. No exaggerated emotionalism, or flamboyant characterizations. There is truth to this cinema tale and a remarkable dramatic logic in execution, for which Douglas Gerrard, the director, is responsible.

In "The Sealed Envelope" there are at least two character drawings of great merit—those of Fritizi Brunette, the Bluebird star, as Lena, the slavey; and of William Sheer, who is the ex-crook, Slaney. In their duet scenes Miss Brunette and Sheer are admirable foils for each other's cleverness and they forcefully represent to the eye the emotions that stir the mind and the heart, while Joseph W. Girard. Ogden Crane, Katherine Wallace, Martha Mattox and others of the cast also are effective in their respective parts.

Fritzi Brunette in a Bluebird Photoplay

AT A GLANCE.

FEATURE—"The Sealed Envelope."

BRAND— Bluebird Photoplay.

STAR—Fritzi Brunette, whose greatest previous success was in "Playthings.'

DIRECTOR—Douglas Gerrard.

AUTHOR— Harvey Gates.

SUPPORTING CAST— William Sheer, (the "Skinny the Rat" of "Regeneration"); Joseph W. Girard, Ogden Crane, Charles Dorian, Martha Mattox and Katherine Wallace.

LOCALE— The underworld, the slums—any big city. Fashionable residence.

TIME——The present.

THUMB-NAIL THEME— Slaney, erstwhile crook, is forced, under threat of revealing his past, to carry out a criminal assignment under sealed orders. But in the home of the political boss into which his instructions bring him, he discovers a child of four, in mortal fear of her surroundings. Slaney's heart touched, he takes the child to Lena, his slavey sweetheart. The downfall of Biggs, the political mogul who is Lena's betrayer and the child's father, is the dramatic motif of the story, the romance of which joins Slaney and Lena at the finale.

ADVERTISING PUNCHES.

1—It is in every sense of the word a "human" screen story. It deals with "everyday folk."

2—The appeal of the child to an ex-crook, who forgets his orders from "higher up" to save a kiddie from her environment.

3—The portrayal by William Sheer of a crook role. Sheer has won a big reputation as a crook impersonator.

4—The mystery of the film. Suspense to the last foot.

5—The direction by Douglas Gerrard, whose first big impression was made on screen fans in "The Dumb Girl of Portici," and who has won considerable renown for his "The Cabaret Girl" and "Playthings."

ADVERTISING DISPLAY LINES.

It has the essence of mystery, the charm of romance, the elements of pathos and of laughter—and the story of Love's reward.

See "The Sealed Envelope" at the.....

Love to the former safecracker spelled r-e-f-o-r-m. To the slavey it meant sacrifice—but the rewards of both were—each other.

A smashing dramatic expose of social political rottenness.

An ex-crook's "Girl of Dreams."

"Do you love him enough to sacrifice everything you hold dear?" asked Cupid of the slavey.

"Do you love her enough to give up a life of crime for a little flat for—three?" said Cupid to the safecracker.

This was Cupid's questionaire to the lovers in "The Sealed Envelope."

The gentleman of the golden dart worked out his problem.

A drama of poignant emotions and human appeal.

Lena, the slavey, thought she "wasn't good enough" for Slaney, the ex-crook, but he was sure the beautiful girl wouldn't tolerate him. See how their misunderstanding brought them closer together in spite of Slaney's "Sealed Envelope."

ADVANCE NOTES

"THE Sealed Envelope," the ..... theatre's special attraction beginning ..... is a Bluebird featuring Fritzi Brunette and William Sheer. It was directed by Douglas Gerrard and originally was in six reels. One thousand feet were sacrificed, however, to the rapid action of the plot. The result is a swiftly moving screen melodrama which, in preview, critics have declared to be a classic.

WILLIAM SHEER, who played the crook role in "Regeneration" and who portrayed similar characters in subsequent film features, has a part eminently to his liking in "The Sealed Envelope" coming to the ..... theatre ..... Sheer plays an ex-crook this time, who, just as he is about to fall into evil ways, saves a child from evil surroundings and is himself purged of his criminal intent in the action. A romance ensues, in which Fritzi Brunette, the Bluebird star, figures.

JOSEPH W. GIRARD, the character actor, has a typical role in John Biggs, the political boss of "The Sealed Envelope" the Bluebird to be shown at the ..... theatre ..... His part is a rather despicable one, but what character impersonator does not revel in such portrayals? Every hiss is a burst of applause. Girard plays in support of Fritzi Brunette in "The Sealed Envelope."

DOUGLAS GERRARD, who directed "The Sealed Envelope" to be screened at the ..... theatre beginning ..... won his greatest successes directing Fritzi Brunette, star of the the Bluebird, in "Playthings" and Ruth Clifford, the charming Bluebird star, in "The Cabaret Girl."

HARVEY GATES, former editor of the Dramatic Mirror, wrote "The Sealed Envelope," the current photoplay at the ..... in which Fritzi Brunette is featured. This film feature deals with civic rottenness which Gates had ample opportunity to experience in his earlier role of newspaper reporter and editor, and William Sheer, Miss Brunette's leading man, and an excellent supporting cast, carrying out the characteristic conceptions of Mr. Gates in true-to-life manner.

DOUGLAS GERRARD, director of "The Sealed Envelope," at the .....theatre, comes of a histrionic family. His brother Charles Gerrard, too, is a well-known screen performer, whose work in 'Playthings,' also a Fritzi Brunette-Douglas Gerrard production, won the commendation of critics. William Sheer is Miss Brunette's leading man in her newest Bluebird feature.

DOROTHY PHILLIPS

in
Allen Holubar's
Superproduction

"The HEART of HUMANITY"

HARRISON says-

"If there was ever a picture made that would come near to pleasing 100 per cent of the audience, this is surely the one!"

—MOTION PICTURE NEWS
JANUARY 25

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The PICTURE THAT WILL LIVE FOREVER

JOHN EMERSON

a competitor

and one of the most brilliant minds in moving pictures today salutes

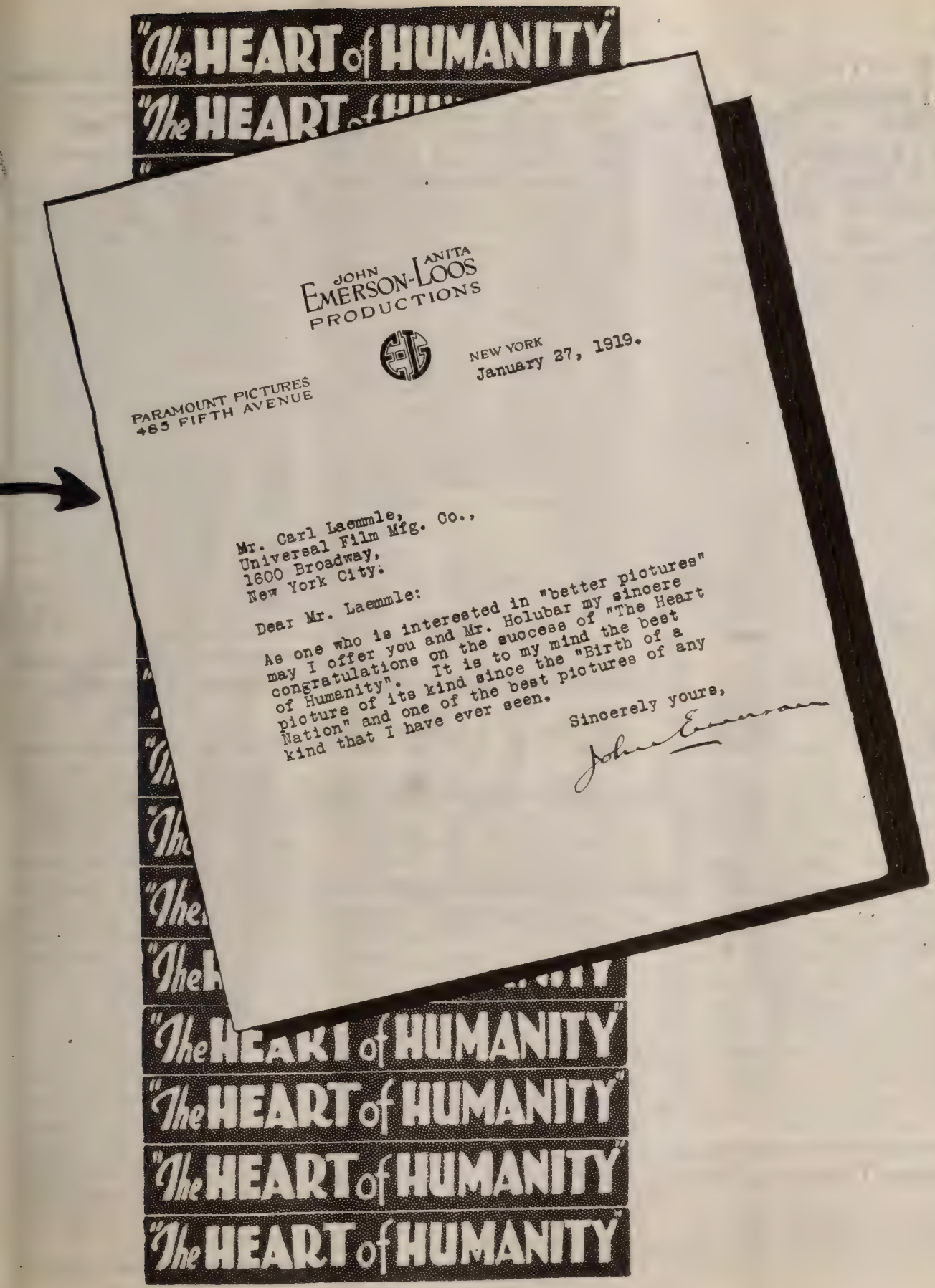
"The HEART of HUMANITY"

THE PICTURE THAT WILL LIVE FOREVER

ALLEN HOLUBAR'S ~ SUPER PRODUCTION ~ Released thru

JEWEL PRODUCTIONS
(Inc.) 1600 Broadway, N.Y.

DOROTHY PHILLIPS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JOHN EMERSON-ANITA LOOS PRODUCTIONS

PARAMOUNT PICTURES
485 FIFTH AVENUE

NEW YORK
January 27, 1919.

Mr. Carl Laemmle,
Universal Film Mfg. Co.,
1600 Broadway,
New York City.

Dear Mr. Laemmle:

As one who is interested in "better pictures" may I offer you and Mr. Holubar my sincere congratulations on the success of "The Heart of Humanity". It is to my mind the best picture of its kind since the "Birth of a Nation" and one of the best pictures of any kind that I have ever seen.

Sincerely yours,

John Emerson

SYNOPSES OF "TAPERING FINGERS;" SCREEN TELEGRAM, No. 5; "UP THE FLUE," AND SCREEN MAGAZINE, No. 105.

"Tapering Fingers."

Two-Reel Western Drama.

CAST.

Helen	**Fritzie Ridgeway**
Mazie	**Gertrude Astor**
Ed Palmer	**Lemar Johnstone**
Bandit	**Lee Hill**
Casino Joe	**Harry Todd**
Stage Driver	**Russell Powell**
Faro Dealer	**Earl Page**

THE picture opens with the robbery of a stage. The passengers are delivering their money and jewelry into a hat carried before their line by one of their own number The robber is not seen, but white hands with long, tapering fingers reach through the bushes with two automatic guns. The passengers complain to the sheriff, Ed Palmer, of Sunset Pass.

Casino Joe rune the dance hall, and Mazie, a pretty dance hall girl, was one of the passengers who was robbed. She holds the position of entertainer at the dance hall. Helen, a little stranger, appears at the dance hall and Joe "falls for her," much to Mazie's discomfiture. The bandit appears. He enters the saloon and tries his luck with the wheel and loses heavily. Helen stakes him with all she has. The bandit and dealer have a quarrel and a gun fight ensues between the people in the saloon and the bandit. Helen takes him to her room and holds the sheriff away from the door while the bandit escapes through the window.

The stage starts from Joe's saloon and Ed asks Helen to ride his horses to her shack. When she finds that the baby has been kidnapped by the bandit she rides after him and the sheriff stalks her. The bandit is discovered and killed. Helen is ordered to give over the bundle of "loot," which proves to be the baby. The bandit was Helen's deserting husband and she and the sheriff walk out of the scene arm in arm.

Screen Telegram, No. 5.

Uncle Sam Building Greatest of Warships.—Thousands of men are rushing to completion the might super-dreadnought "Maryland" which, when finished, will give America the most powerful battleship afloat.—*Newport News, Va.*

Sub-Title.—A remarkable view showing the "Maryland's" five hulls—five complete ships, one within the other, and each composed of a multitude of bulkheads—calculated to make her torpedo-proof.

Cattle Bring Fifty Thousand Dollars to Red Cross.—Auction sale of 1,500 heifers, donated by Western stockmen, realize large sum for great organization of mercy.—*Denver, Colo.*

Sub-Titles.—Driving the heifers into the auction ring. This heifer brought the Red Cross $550.

Woman Revolutionary Leader Seeks Our Aid.—Mme. Katherine Breshkovskaya, 75 years old, "grandmother of the Russian Revolution," arrives to tell Americans of the crimes of the Bolsheviki.—*Chicago, Ill.*

Britain and America Race for Air Honors.—At the League Island Navy Yard great flying boats are being built with which Uncle Sam hopes to win the mastery of the skies.—*Philadelphia, Pa.*

Sub-Titles.—Much of the work is done by women—women who jumped in during the war and who proved their efficiency. In England great flying boats are being built with which the British hope to soon cross the Atlantic. The giant folding wings of the "Leviathan" of the air. The powerful four-bladed twin propellers with which the monster crafts are driven.

With the President Abroad.—A remarkable series of motion picture character studies of America's great statesman, made during his epoch-making tour of Europe.

Sub-Titles.—A "movie snap" of the Wilsonian handshake—cordial, expressive, sincere—tendered in greeting as the President boards the boat at Calais, France, for Dover, England. From serious discussion to laughter—how the President tarries for queries of a newspaper correspondent. Woodrow Wilson can always be interested in naval matters—is he not the Commander-in-Chief of the Armed Forces of the United States? Grateful acknowledgment of the farewell cheers of the French. A battleship fleet of the winged warships forms a Presidential convoy in the sky. Good-humoredly salutes cameraman who braves the secret service cordon to "snap" him. At Dover his Royal Highness, the Duke of Connaught, does not out-do him in the courtesy of his greeting. Reviewing the honor guard on his arrival at London—President Wilson when he is serious. But after his visit to the Lord Mayor of London, the cheers of the crowds bring forth the smile that Washington knows so well. The cheering crowds at Manchester learn something of the famous Wilsonian smile.

(Last Week's Schedule.)

"Up the Flue."

Lyons-Moran Star Comedy.

EDDIE has arranged to be married, and Lee is his best man. In their excitement to be on time everything goes wrong and the wedding is delayed.

However, they arrive and face a nervous bride and wedding party.

The Spanish influenza epidemic is at its height. Just as the fatal words are about to be pronounced, Eddie sneezes. Everyone rushes for cover and "flu" masks are brought into play.

Lee runs for a doctor, wearing mask. Chauffeur sees mask and thinks he is a bandit. Eddie runs after Lee, but they miss each other.

Eddie is arrested and ordered quarantined, meanwhile, while Lee returns to the wedding and is mistaken for Eddie. The ceremony starts again as Eddie escapes from quarantine and hurries to his bride's nome. He arrives in the nick of time—and so do the police, chasing him.

They arrest the entire party and quarantine them, and the ceremony is at last performed as they race on foot and in autos to the hospital.

Screen Magazine, No. 105.

HERE are the real "Reds"—the Reds who used to rule America with the tomahawk. And here are the daughters of the noble Red Man—Indian girls from Carlyle University, who were on the battlefields of France doing their share. And here is a little person, as dangerous as the German propagandist—his name is "chinch bug" and he "eats 'em alive"—just chews the ears off the corn crop in spite of all the farmer can do.

The clever little mannikins of Professor Charlate, shown in Screen Magazine No. 105, take part in a comic playlet from the vaudeville stage. Yum! yum! If everybody can keep from going out and buying chocolates after they see "The Birth of the Chocolate Sundae" and "What Makes the Bonbon Sweet" it will be because the next stunt on the screen is that side-splitting, funny festival, "Laughographs," by William Jerome.

All those who can enjoy watching a beautiful flowing river without thinking of prohibition will enjoy the wonderful pictures of the River Rance running past the again peaceful fields of sunny France. And speaking of prohibition, watch Pat Sullivan cartooning around with a bar fly.

The Class of the Comedy Field

LYONS MORAN STAR COMEDIES

PEOPLE used to wear flannel shirts—but they wear silk now. People used to like slap-stick comedies—but they ask for Lyons-Moran now. And no matter how hard competitors try to catch up, Lyons-Moran are always just a little brighter and just a little better dressed and just a little more profitable. In other words, Lyons-Moran have the edge.

Their latest release is "MIXED TALES."

Book thru your nearest Universal Exchange, or communicate with the UNIVERSAL FILM MFG. CO., Largest Film Mfg. Co. in the Universe, Carl Laemmle, Pres., 1600 Broadway, New York.

SYNOPSES OF "THE PLUNGE FOR LIFE," "BEHIND THE FRONT," "MIXED WIVES" AND HEARST NEWS, No. 5.

(Last Week's Schedule.)

"The Plunge for Life."

"LURE OF THE CIRCUS."
Episode 13.

EDDIE escapes from the Chinamen's den just as the officers plunge in. Meantime, Reynolds has rushed to the jail with a bag for Alice, and the Chief accepted from him $5,000 for Eddie's bail. He produces a pocket-knife, found on the scene of the attempted murder, with a white thread of canvas attached.

Mr. Somers broods over the robbery, but Eddie appears with his bail mysteriously paid. Reynolds and Dickson meantime have returned from the circus with their report. Dynamite Dan is also released by Reynolds, the mysterious stranger. Mason is stunned when he learns from the Chief that Eddie's bail is paid and that the police are working on a different clue. Alice is set to watch at the bedside of the sick Clayton, and Reynolds smuggles the news to her of Eddie's escape. She attempts to go back to the circus, but Mason seized her and locked her in her room.

Eddie, the next day, left his father's for the circus, accompanied by Andy and the great ape. They were met at the grounds by Van, who tried to put Andy off the lot, but Eddie beat Van in a good open fight. Alice gets out of her locked room, jumped into a car and drove off. But Van, being warned of her escape by Mason, has an ambush ready and catches the girl. Then Eddie comes up full-speed in his car and rescues Alice in a fainting condition. Putting her in his car, he drives rapidly and recklessly along a rough and treacherous road. Trying to revive Alice with one hand, he turns to look behind at the noise of a following car, the wheels hit a sharp rock and the car bearing Eddie and Alice plunges over a sharp incline.

(To be continued.)

(Last Week's Schedule.)

'BEHIND THE FRONT'

(Copyright 1919, L-KO Motion Picture Company.)

Century Comedy, Starring
Alice Howell

THE cruel war board, knowing that "nobody loves a fat man," decided to draft fat men to be used in the place of sand bags. This solar plexus thrust struck home with L. E. Fant just before his wife struck at home because all she had to do was the work. In fact, the only romance in Fanny Fan's life was a bovine one, once removed, her accomplice being Buttermilk Ben, an ardent milkman.

So while L. E. was busy hitching his trench wagon to star shells friend wife and the baby and the milkman were fighting a three-handed duel with enuie. When Fanny discovered that militarism away from the home had won her heart Buttermilk Ben was quickly made to feel that he was the dog's second tail. Just about this time L. E. succeeded in unfurling a furlough, whereupon "all was well along the Potomac."

(Last Week's Schedule.)

"MIXED WIVES."

(Last Week Schedule.)
Nestor Comedy, Starring
William Franey

BILL and Beulah, Milburn and Elsie, two pairs of pleasure-seekers, find themselves at the beach, where there are bathers, Hooligan slides, waves, whirling tables, sandwiches and parasols.

Everybody knows what fun it is to watch other people quarrel, and what jolly little misunderstandings can follow picking up the wrong wife by mistake. But finally it all comes out in the wash and the two couples, at least, go off correctly paired.

Hearst News, No. 5.

Review Poilus About to Leave for Siberia (Only to appear in New York City edition).—Brigadier General McClernand inspects French troops soon to embark to join the Allied forces struggling to oversome the Bolsheviki in far-off Asiatic Russia.—*San Francisco, Cal.*

Sub-Title—Mayor Rolph, of San Francisco, and officers of the French Siberian Expeditionary Forces.

Test "TNT" for Industrial Purposes (Not in Coast edition).—Officers of the U. S. Bureau of Mines demonstrate how this highest explosive known may be of use in times of peace as well as times of war.—*Pittsburgh, Pa.*

Sub-Title—Blowing up a boulder with a five-ounce shot of "TNT."

To Aid Victims of Turkish Barbarbarity.—The U. S. S. Pensacola sails under the direction of the American Committee for Relief in the Near East to bring food and clothing to the starving people off Asia Minor.—*New York City.*

Sub-Titles.—Cleveland H. Dodge, a leader in the movement to send succor to the unfortunate inhabitants of Armenia, Syria and Palestine. Glenn R. Carrier, camera reporter of the International Film Service.

Heroes of Battle Save Souvenirs.—Sergeant William Crawford and Private William Gee are proud possessors of belts composed of medals and insignia collected in the midst of conflict.—*Atlanta, Ga.*

Sub-Titles. — Sergeant Crawford, wounded at St. Quentin, collected his souvenirs from the battlefields of Flanders and the Somme. Private Gee was wounded while in action with the 27th Division, composed of New York State National Guard troops.

Giant Liner Leaves to Bring Home Troops.—Equipped to carry more than ten thousand men on one voyage, the U. S. transport "Leviathan," formerly the German ship "Fatherland," steams for France.—*Hoboken, N. J.*

Winter Sports Popular with Society.—Amid pictuersque surrounding fashionable folks find relief from strain of the city social season.—*Lake Placid, N. Y.*

Sub-Title.—Leading amateurs compete on skates.

Gotham Welcomes Home First Unit to Return (Not in New York City edition).—Boys of 59th Coast Artillery arrive on battleships Louisiana and New Hampshire.—*New York City.*

Sub-Titles. — The Louisiana gives the boys a glimpse of Miss Liberty, still on the job, thanks to their efforts and the efforts of others like them. Some of the boys who write a brilliant page in American history at St. Mihiel, Argonne Forest and Verdun. The boys of "Brooklyn's Own."

Do Doughboys Like Doughnuts?—Ask the Salvation Army. These famous delicacies are the main feature of the new "S. A." rest rooms, donated by Mrs. Oliver Harriman.—*New York City.*

Sub-Titles.—Doughnuts! The famous doughnuts that have won the heart of every "buddy" that ever sank his teeth into their delicious crispness. Salvation Army lassies make the doughnuts that gained such fame with the boys in France.

Wilson Attends Peace Conference.—First picture of America's President arriving at the French Foreign Ministry for the preliminary parleys incidental to the opening of the great peace meeting.—*Paris, France.*

Sub-Titles. — Secretary of State Lansing follows the President. David Lloyd George, British Premier, and Arthur Balfour, of the British Peace Mission.

Trailer.—*"Are You Hard Boiled?"* If you're not, then you are one of the millions that have laughed for six years at Tad's "Indoor Sports." These famous comic pictures will appear shortly, in animated form, exclusively in the Hearst News. *Watch for them.*

FIVE STARS IN SERIES PLAN

UNIVERSAL SPECIAL ATTRACTIONS WILL BE BOOKED IN FOURS—HARRY CAREY, MAE MURRAY, PRISCILLA DEAN, MARY MacLAREN AND MONROE SALISBURY ON LIST.

STARTING with the week of March 10, the Universal will enter upon a new releasing policy; that is, it is partially new, but not so new that its merits have not been thoroughly tried and found fair, economical and practical from every standpoint. The new plan is a modified Star Series Booking Plan, with five stars in a series of four pictures each. But so elastic is the new arrangement that these series can be increased in every instance to eight instead of four films in each series.

When the new plan goes into effect certain changes in the stars will be made. For instance, Dorothy Phillips, who has already starred in several Jewel pictures, has made such a tremendous success in "The Heart of Humanity," the latest Jewel, that she will become a regular Jewel star, taking her place beside Mildred Harris. Monroe Salisbury will take Miss Phillips' place as a Special Attraction star. The other stars are Mary MacLaren, Harry Carey, Mae Murray and Priscilla Dean. Where are five such stars in any other company? No two are alike; no two play in the same kind of features or the same kind of roles. Each is a distinct type.

No expense will be spared on these pictures, which will be called Universal Special Attractions, but a certain uniform standard will always be maintained, for it will be realized at the start that they are for a superior market and a superior clientele of patrons. The length will be six reels. But should it seem necessary to snap any picture up or should one drag even the least little bit, the editorial department will not hesitate to reduce it to five reels. The picture is absolutely the thing with these Universal Special Attractions. No star can make good in any inferior picture, and there are going to be no inferior pictures in any of the series. Should one of them fail to come up to the requirements (and those requirements are very high), it will be scrapped. It will not be released under any other plan, program or policy. This is the first time any company has come out with any such promise as a guarantee of perfection in pictures.

From the time of their first release in series the Universal Special Attractions will be issued every week instead of every other week. The Bluebirds will be discontinued with "A Taste of Life," the Bluebird release of March 3.

The stars who will be featured in the first series of Special Attractions are Mae Murray, Mary MacLaren, Monroe Salisbury, Priscilla Dean and Harry Carey. Each star will make four pictures for this series, and the exhibitor will be given the privilege of booking the entire series or just the pictures of certain stars, as he desires. Each release of the series will be exceptional and none of the stars of the Special Attraction series will be featured in any Jewel productions, or vice versa.

Dorothy Phillips will hereafter be known only as a Jewel star, and Mildred Harris (Mrs. Charlie Chaplin) will be seen only in Jewel productions. The policy of releasing Jewel productions, which does not specify a certain number of releases per year, will be continued. Extraordinary box office attractions will be added to the list of Jewel productions for release from time to time, and the unusually high standard of these productions will be continued.

"The Scarlet Shadow," with Mae Murray, will be the first Special Attraction of the new series plan. Produced for the most part near Lake Tahoe, reviewers have acclaimed this production Miss Murray's very best. The three succeeding Murray pictures are of distinctly different character and present the diminutive star to advantage. Miss Murray has won her place as a series star because of the great success of her recent Special Attractions, "Her Body in Mind," "Modern Love" and "Danger, Go Slow." Robert Z. Leonard directs her series attractions.

"The Light of Victory," featuring Monroe Salisbury, is another of the early series releases. Betty Compson plays opposite Mr. Salisbury in this release. Like Miss Murray, Mr. Salisbury has also won his place in the star series because of his proven value as a star and as a drawing power. In a little over a year Salisbury has won his way to the front ranks among film stars and he has often been referred to by critics as the screen's most versatile player. "The Savage," "Hands Down," "Hungry Eyes," "That Devil Bateese," "Hugon the Mighty" and "The Millionaire Pirate" are among the many screen successes accredited to Mr. Salisbury. William Wolbert directed "The Light of Victory."

"Whose Widow?" produced by Ida May Park, will be Mary MacLaren's initial Series Special Attraction. "Shoes," which Lois Weber produced several years ago, established Miss MacLaren as a star, and ever since the blonde Universalite has been a favorite among theatregoers. Among Miss MacLaren's most recent film plays are "Creaking Stairs," "Vanity Pool" and "A Model's Confession."

Priscilla Dean is quite regularly referred to as America's "fastest climbing star" by film critics, and "Kiss or Kill," "The Two Soul Woman," "The Wildcat of Paris" and "The Wicked Darling" have borne out this statement. "The Silk Lined Burglar" will be Miss Dean's first Series attraction. Under the direction of Tod Browning, Miss Dean is now working on "Raggedy Ann," a detective story, and other splendid vehicles await her.

For two years Harry Carey has ranked among the foremost screen stars of filmdom. His Western characters have always been real, forceful, admirable and human. Four especially suitable stories have been allotted him for his Series pictures. "A Fight for Love" will be the first Carey Series release. "Riders of Vengeance," "The Man Who Wouldn't Shoot" and "The Outcast of Poker Flat" will follow.

THEIR FIRST FEATURES IN SERIES

MAE MURRAY
in
"The Scarlet Shadow."

MONROE SALISBURY
in
"The Light of Victory."

HARRY CAREY
in
"A Fight for Love."

PRISCILLA DEAN
in
"The Silk Lined Burglar."

MARY MacLAREN
in
"Whose Widow?"

SYNOPSES OF CURRENT EVENTS, No. 5.

Current Events, No. 5.

Metropolis Welcomes Cincinnati Troops.—Lads of 330th Infantry land in States at last, after doing their part to end forever the Teuton dream of world dominion.—*New York City.*

Sub-Titles.—Lieutenant Colonel P. McAbee, commander of the regiment, and his staff. Off to camp. (In Cincinnati edition bank changed to read): Boys of 330th Infantry land in "States" at last after doing their part to finish the Kaiser.—*New York City.* (Photographed and published in cooperation with the Cincinnati Times Star.)

"Drys" Celebrate Prohibition Victory.—William J. Bryan and members of the Anti-Saloon League in the National Capital to attend the formal proclamation of the ratification of the Federal Prohibition Amendment.—*Washington, D. C.*

Gather Monster Salt Crop.—Water is evaporated from part of the Great Salt Lake, leaving vast saline fields suggestive of the Arctic region.—*Salt Lake City, Utah.*

When Is a Scale Not a Scale?—It is really hard to say. Look at this collection of false weights and measures seized from dishonest retail merchants.—*New York City.*

Sub-Titles.—What chance has the housekeeper? (Echo answers "None!") This scale registers a standard six-pound weight as six and one-half pounds. Why it costs so much to run that flivver—a five-gallon gasoline can with a false inside that contains only three gallons. The collection is consigned to the bottom of the Atlantic.

Wow! Wolf! Wolf! "Grizzlies" Return! (Not in Coast edition).—Boys of California's crack military regiment march with "flu" masks as cheering populace, with gauze-covered lips, welcome them home.—*San Francisco, Cal.*

Sub-Titles.—Mayor Rolph greets Colonel Thornwell Mullally, commander of the "Grizzlies." "When do we eat?" Right now, boys!

"Grandmother" of Russ Revolution Arrives.—Madame Kathrine Breshkovskaya, aged leader of Muscovite Socialism, here to seek American aid in overcoming Bolshevik control.—*New York City.*

Sub-Title. — Madame Katherine Breshkovskaya is 75 years young.

U. S. Adds to Swift "Sea Cavalry."—Great destroyer fleet is further enlarged with the launching of the "Claxton" and the "Hamilton."—*San Francisco, Cal.*

Sub-Titles.—Mrs. F. W. Kelloff christens the "Claxton." Another fighting unit added to our First Line of Defense.

Yanks Pushed Teutons Hard as War Ended.—So close were Pershing's boys on the trail of the retreating Germans that camp had to be made under shelter tents.

Pictures from Committee on Public Information. — Ready to resume the pursuit of Hindenberg's hordes. French "baby" tanks join in advance. At an advanced dressing station where friend and foe alike received the aid of the surgeons. A German police dog remains faithful to his mortally-wounded master. Both were captured in the Argonne forest. Lieutenant Ebles, Company F, Second Ammunition Train, exhibits a German saw-tooth bayonet which he captured in the Argonne—a little memento of the high plane of Teutonic torture. A German "pill box" or machine gun nest of concrete, captured by Yankee infantry in the Argonne forest. Looking through the gun window from inside the "pill box." Some of the Yankee Eaglets who won the mastery of the air for Pershing on the American front—147th Aero Squadron. One of the 26 German aeroplanes officially credited to Captain Edward V. Rickenbacker, American "Ace of Aces." Major Jartney, commanding the First Pursuit Group, and Lieutenant Cunningham, operation officers of the 94th Aero Squadron. All that is left of the famous fighting pilots of the old 94th Aero Squadron. They are, left to right, Captain Edward V. Rickenbacker, Major J. A. Meissler, First Lieutenant Reed Chambers and First Lieutenant J. H. Sastman.

A Cartoon by Windsor McCay—"For Our Boys" (Animated by John Terry).

WILSON'S PERSONALITY DOMINATES SCREEN NEWS.

AN event of paramount importance to the world is now taking place in Paris, France. There all the great nations of the earth are gathered, in the persons of their representatives, to discuss peace terms to be granted the vanquished enemy and, of even greater moment, to put into operation a method that will make this peace enduring by establishing a League of Nations whose duty it will be to see that international law and order are upheld. The announcement that this League is practically an assured fact is the best news the world has heard for a long time and furnishes an extra thrill to the heart of every American in the thought that the President of our own great country was the instigator and foremost advocate of the plan.

It's splendid to hear of these things, and it makes excellent reading, but how much more interesting to actually see the men who are responsible for them discussing ways and means to their fulfillment, and this has been made possible by the activities of the International Film Service Co., Inc. In its tri-weekly news reel, released under the individual titles—Hearst News, Universal Current Events, and Screen Telegram—through the ex-exchanges of the Universal Film Mfg. Co. President Wilson has been shown as the recipient of ovation upon ovation in the different countries he has visited "over there," and now, in the Hearst News, No. 5, he is seen in the first pictures, depicting the event shown in this country—at the French Foreign Ministry about to take part in a preliminary parley incidental to the opening of the great peace meeting. Among other noted men present at this parley are Secretary of State Lansing, David Lloyd George, British Premier, and Arthur James Balfour, of the British Peace Mission.

Now that the war is over methods are being devised whereby products used exclusively for destructive purposes, during the fighting, can now be utilized to better ends. Some very interesting experiments have recently been made by officers of the U. S. Bureau of Mines with "TNT," the highest explosive known and in pictures in this issue they demonstrate what a valuable asset this explosive is destined to become in future engineering projects.

Under the caption "To Aid Victims of Turkish Barbarity" pictures are shown of the U. S. S. *Pensacola*, sailing under the direction of the American Committee for Relief in the Near East, to bring food and clothing to the starving people of Asia Minor. Glen R. Carrier, star camera reporter of the International Film Service Co., Inc., who accompanies the expedition as official photographer, will make the first motion pictures of conditions in Armenia, Syria and Palestine, to appear exclusively in the International tri-weekly reels.

There are a number of other features in this issue, chief among them being pictures from Atlanta, Ga., of soldiers of the American Expeditionary Forces displaying belts composed of medals and insignia collected, in the midst of conflict, on the battlefields of Flanders and the Somme; scenes from Lake Placid, N. Y., in which society folk, among picturesque surroundings, find relief from the gayeties of the city social season by indulging in winter sports; pictures from New York City of the new Salvation Army restrooms, donated by Mrs. Oliver Harriman, and pictures from Hoboken, N. J., of the giant transport *Leviathan* formerly the German ship *Fatherland*, leaving to bring home more troops.

"The CRAVING"

Most Amazing Trick Photography Ever Shown on the Screen.

Here is a picture, originally bought for State Rights distribution, now to be booked at rentals that allow all Exhibitors to make a clean up with it. It can be boosted to the limit as the production with the greatest trick photography ever shown on the screen. Here is a genuine BIG feature picture that's a young gold mine if handled right. Special ads and posters of unusual power for this big attraction.

. . . . . .

Released through all Bluebird Exchanges

MONROE SALISBURY

The Mansfield of the Screen

IN

"The Millionaire Pirate"

What story gives you something new to show your public?—"THE MILLIONAIRE PIRATE."

What Star gives you a novel series of twists in difficult character acting?—MONROE SALISBURY.

What Producer looks ahead and visualizes for you the Box Office angles of new things, new plays, new ideas, new characterizations that bring new patrons and new profits?—The UNIVERSAL.

What should be your plain business course with a production such as "THE MILLIONAIRE PIRATE"? Booking and advertising it to the limit. That's what others are doing. YOU do it.

Released thru all Bluebird Exchanges

"HOP, THE BELL HOP"

BOOK THIS SIDE-SPLITTER

It's the golden laughs that bring your patrons back week after week. L-KO is your best bet to turn the trick and keep them coming. Book "HOP, THE BELL HOP" and let your folks laugh. See every L-KO as fast as they are released and play them all.

(Released thru all Universal Exchanges)

NOT a war picture, but a great drama that reveals the tremendous man-and-wife situation that is today thrilling the whole of Europe. Originally owned by the Argosy Film Company, but made a UNIVERSAL SPECIAL ATTRACTION, because it is certain to prove one of the year's most profitable pictures for exhibitors.

"AFTER the WAR"

The most timely picture ever conceived, ever produced, ever released.

Book thru your nearest Universal Exchange or communicate with the Universal Film Mfg. Co., Largest Film Mfg. Company in the Universe, Carl Laemmle, President, 1600 Broadway, New York.

COMING!
Priscilla
DEAN in
THE UNIVERSAL
SPECIAL
ATTRACTION
'The WICKED DARLING'

Priscilla Dean

—the dazzling new diamond of the screen—the splendid young actress who has become a Star without the use of one single ounce of promoter's ink—who hasn't been megaphoned from the house-tops—who hasn't been crammed down the public's throat—who has won the liking of the country simply and solely on talented efforts.

...ature

"The WILD CAT OF

VOL. 8 - NO. 1 FEB'Y 22 1919

the MOVING PICTURE WEEKLY

PRISCILLA DEAN in "The WICKED DARLING"

Take your fun out of overalls and put it in dress clothes.

LYONS-MORAN

STAR COMEDIES

Book them through your nearest Universal Exchange

MONROE SALISBURY

The Mansfield of the Screen

"The MILLIONAIRE PIRATE"

An absorbing drama entirely new in theme brilliantly directed and one that will be a splendid change from the average feature Production, presenting Salisbury at his best.

Released thru all Bluebird Exchanges

Read!

TELEGRAM

Baltimore, Feb. 1st

"The Heart of Humanity" proved one of the strongest and best attractions ever shown in Loew's Hippodrome. It stamps Allen Holubar as one of the greatest Directors in the world and Dorothy Phillips as Filmdom's foremost emotional actress. Sixty thousand delighted patrons during the past week agree with me that this combination in "The Heart of Humanity" ranks with the best ever produced.

GEORGE McDERMIT,
Manager, Loew's Hippodrome.

THE ORIGINAL OF THIS TELEGRAM IS ON FILE AT OUR OFFICES

SIMPLY POURING IN!

Telegrams and letters, describing the sensational runs of "The Heart of Humanity" in all parts of the country are pouring in so fast that we cannot possibly use more than a fraction of them in our advertising.

"THE HEART of HUMANITY"
The Picture that will Live Forever
Allen Holubar's Super-production
starring
Dorothy Phillips

Released through JEWEL PRODUCTIONS

Read!

TELEGRAM

Washington, D. C., Feb. 3rd.

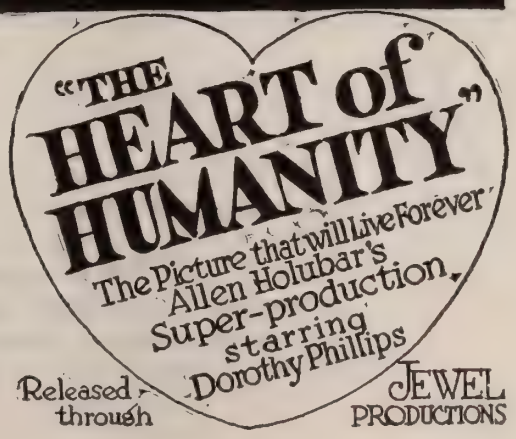
"The Heart of Humanity" terminated week's booking Saturday night. Capacity business all week. Personally, I consider it one of the best pictures I have ever played and one of the most pretentious productions ever offered and my business justified the praise which heralded its coming.

LAWRENCE BEATUS,
Manager, Loew's Palace.

THE ORIGINAL OF THIS TELEGRAM IS ON FILE AT OUR OFFICES

GOING WILD OVER IT!

We know of no picture in the history of the business that has called forth such unanimous and such really amazing expressions of praise as "The Heart of Humanity." Everybody is going wild over it.



Read!

TELEGRAM

Toledo, Feb. 4th

"'The Heart of Humanity' is the biggest box-office attraction we ever played and the most successful. Hundreds of patrons voluntarily said to us.---'It is better and greater than "Hearts of the World."' We could not accommodate the vast crowds and have booked same for another week."

H. C. HORATER,
Manager, Alhambra.

THE ORIGINAL OF THIS TELEGRAM IS ON FILE AT OUR OFFICES

IT'S A LANDSLIDE!

The biggest-booking picture of last year was "The Kaiser, the Beast of Berlin." We thought we could never equal it. But "The Heart of Humanity" is booking even faster and is making tremendous sums of money for exhibitors everywhere! It's a landslide!

"THE HEART of HUMANITY"
The Picture that will Live Forever
Allen Holubar's Super-production
starring
Dorothy Phillips

Released through JEWEL PRODUCTIONS

Read!

TELEGRAM

Rockford, Ills., Feb. 8th

"Your special feature, 'The Heart of Humanity' which I have played for three days, went over great. I have had many patrons come to me and say it was the best picture they have ever seen. The big boost the picture received after the first performance increased business every show."

CHARLES LAMB,
Manager, Palm Theatre.

THE ORIGINAL OF THIS TELEGRAM IS ON FILE AT OUR OFFICES

Ice-Blooded Exhibitors Boosting It!

Ice-blooded exhibitors who never before praised a picture for fear it would boost prices, have dropped their calm reserve and telegraphed us the wildest words of praise on "The Heart of Humanity," the picture that will live forever.

"THE HEART of HUMANITY"
The Picture that will Live Forever
Allen Holubar's Super-production
starring
Dorothy Phillips

Released through JEWEL PRODUCTIONS

Read!

TELEGRAM

Cleveland. Feb. 4th

"'The Heart or Humanity' broke all box-office records as a feature photoplay. Its drawing is unquestionable. I could have runit for another week."

J. KUHN,
Manager, Loew's Stillman.

THE ORIGINAL OF THIS TELEGRAM IS ON FILE AT OUR OFFICES

Sweeping New York Success!

Greeted by every New York newspaper with unlimited approbation, "The Heart of Humanity" has, through seven triumphant weeks at the Broadway Theatre, scored one of the most sweeping successes ever recorded for a moving picture.

"THE HEART of HUMANITY"
The Picture that will Live Forever
Allen Holubar's Super-production
starring
Dorothy Phillips

Released through JEWEL PRODUCTIONS

Read!

TELEGRAM

Denver, Feb. 4th

Rivoli Theatre had a hold-out all afternoon and evening with "The Heart of Humanity" in spite of cold weather, snow storm and business in other theatres far below Sunday average. Audience exceptionally enthusiastic. Everyone talking about the picture. Confident that Rivoli will have a record-breaking week. We sure have a winner.

EDWARD ARMSTRONG,
Manager, Universal Exchange.

THE ORIGINAL OF THIS TELEGRAM IS ON FILE AT OUR OFFICES

Your Day to Book is TODAY!

Separate your mind from ordinary talk about ordinary successes—"The Heart of Humanity" is an extraordinary success — a super-photoplay — a master money-maker. You haven't had a chance like this in years—you won't have another like it for years to come. Good showmanship says, book it now—show it now—today.

"THE HEART of HUMANITY"

The Picture that will Live Forever

Allen Holubar's Super-production

starring Dorothy Phillips

Released through JEWEL PRODUCTIONS

Newspaper Ads used in New York to

TO-DAY
GO SEE
THE PICTURE THAT ALL NEW YORK IS TALKING ABOUT.
"THE HEART OF HUMANITY"
The Picture That Will Live Forever
BROADWAY
Theatre, B'way at 41st St.
10 A. M. to Midnight.
"THE GREATEST SHOW EVER SAW IN ALL MY LIFE!"
THE PICTURE THAT ALL NEW YORK IS TALKING ABOUT.
"THE HEART OF HUMANITY"
The Picture That Will Live Forever.
BROADWAY
THEATRE, B'way at 41st St.
10 A. M. to Midnight
an extra week
tended to withdraw "THE HEART UMANITY" to-night after its enal run, but the demand for tickets week is so great that we have to give you another chance to see
TODAY
GO SEE
THE PICTURE THAT ALL NEW YORK IS TALKING ABOUT
"THE HEART OF HUMANITY"
The Picture That Will Live Forever.
BROADWAY
THEATRE, B'way at 41st St.
10 A. M. to Midnight
THE HEART OF HUMANITY
(The Picture that will Live F
"GREAT"
"HUGE"
"AMAZING"
BIG
"GRIPPING"
SPLENDID
"TENSE"
A HIT
"BEAUTIFUL"
"WONDERFUL"
"SMASHING"
"EXQUISIT
"SENSATI
THESE ADJECTIVES ARE NOT
BEING too modest to use our own adjectives in de
Heart of Humanity," we herewith offer you a
jectives from the people—not from critics—but from the people who pa
ture people, not from critics—not from exhibitors, not from
see pictures. They are to us the most adjectives we has
and as for the picture, well—
READ WHAT THE PEOPLE SA
"Beautiful beyond words"—A. A. Tishf, 315 W. 98th St., N. Y.
"The most remarkable portrayal I've ever seen."—C. C. Ward, Hunter High School, N. Y.
"The finest picture I've ever seen." —L. Jacoby, 1600 B'way, N. Y.
"Wonderful! Should be shown for —worth $5.00 of any one's y."—A. H. Keating, N. Y.
wonderful—exquisite—be seen by every man, and child in the world and Lambley, 5th Constant
"Please show it in ever large and handsome in A Bear, 430 W. 119th
"Wonderful — splendid don't describe it."—G. Irvin, 519 W. 152d St., N. Y.
"Wonderful beyond words— not be improved upon— thing I've seen since Drum."—Mrs. A. Smith, Crest Ave., Highbrid
"It is great—all my family friends will see it—I hope one sees it. It is truly wo ful."—S. Rosenberg, 2 W St., N. Y.
"The Heart of Humanity is the best show I ever saw in all my life!" Broadway Theatre
BROADWAY AT 41ST ST.
10 A.M. to MIDNIGHT
you can't fool n. y.
New York, hungry for real entertainment, has adopted its very own. It's a great show. Don't miss it. It's the talk of the town—the town that nobody can fool twice in the same place.
"The Heart of Humanity"
is unanimously and wildly praised by press and public. Some say it is "the picture that will live forever."
BROADWAY
THEATRE, B'way at 41st.
Continuous from 10 a. m. to midnight
Yo
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tinuous
The Eyes of New York are on-
"The HEART OF HUMANITY"
The Picture that will Live Forever
Thousands have seen it—Thousands are talking about it—Words can't describe it—DON'T MISS IT—Press and Public pronounced it the Biggest picture in years—the Biggest picture in town
Doors open 10 A. M. to Midnight
BROADWAY
THEATRE—Now in its 41st SHOWING CONTINUOUSLY
EART OF HUMANIT
PICTURE THAT WILL LIVE FOREVER.
FINAL WEEK
ADWA
AY AT 41ST ST., 10 A. M. TO MIDNIGHT
Thousands of Movie Fans Acclaim it "The Picture that will live Forever"
"THE HEART OF HUMANITY"
BROADWAY

RELEASED THROUGH

advertise "The Heart of Humanity"

an extra week
We intended to withdraw "The Heart of Humanity" last night after its phenomenal run, but the demand for tickets for this week is so great that we have decided to give you another chance to see
HEART OF HUMANITY
New York Says
"Great!
"Not many cinema attractions are sufficiently alluring to induce hard working people to stay up till after midnight, but 'THE HEART OF HUMANITY' must have been the exceptional picture, for the Broadway Theatre was packed to overflowing by an audience that never missed a thrill nor skipped a dramatic situation."
—NEW YORK TELEGRAPH.
On Everybody's Tongue
"THE HEART OF HUMANITY"
BROADWAY
We are Criticized!
—"Everybody" tells us we've made a big mistake in showing such a great big beautiful romance as "The Heart of Humanity" at regular prices.
—They claim this picture production should be dignified with much higher prices, not only because it is worth more but because people will appreciate it more if they have to pay more.
—If we're making a mistake we can't very well unmake it. Therefore New Yorkers will see "The Heart of Humanity" for less money than the folks of other cities, because we won't repeat the mistake of asking too little.
—We don't urge you to see
"The Heart of Humanity"
because of the low price we only urge you to see it because we feel sure it is about the greatest love story, drama and romance that has found its way to the screen.
—If we're charging too little, please tell your friends about it, so they'll get too much for their money, too.
BROADWAY
THEATRE BROADWAY AT 41st
Continuous 10 A. M. to Midnight
-You'll Never Forget it-
"THE HEART OF HUMANITY"
BROADWAY
— Every Father
— Every Mother
— Every Mother's Son
— and Daughter-See
"THE HEART OF HUMANITY"
BROADWAY
BROADWAY Then. B'way at 41st St. Cont. 10 A. M. to midnight
THE HEART OF HUMANITY
A GREAT BIG BEAUTIFUL ROMANCE OF THE WAR.
"The Heart of Humanity"
HEART OF HUMANITY
—N.
thrilled to it."—N.
achievement of m
surpassed on the
—N.
—GO SEE 'THE
—N.
heart stuff—
—We'd like to charge two dollars admission for the big photoplay production which opens at the Broadway Theatre tonight, but we're not going to.
—We'd like to be able to say to the rest of the world, "This picture played to $2 per head in New York." But we're not going to.
—We think the production is worth $2 of your money, but of course we're prejudiced; so we're going to put the devilish temptation behind us.
—We're not going to raise the regular prices at all. We've decided it will have a better effect if we send you away from the Broadway Theatre feeling that you got more entertainment for your money than you ever got in your whole mad career.
—We don't know how to advertise "The Heart of Humanity" because so many great things have been said about ordinary pictures that there's nothing new left to say when a really big thing like this comes along.
—So we're hoping that our plan of playing at regular prices will result in your doing all of our advertising for us, mouth to mouth or heart to heart.
—We are betraying no when we say we hope the Theatre will be packed noon and evening as long Heart of Humanity" con throb
—Allen Holubar directed it. Phillips stars in it. And it is re by Jewel Productions, Inc., the concern which gave you "The K The Beast of Berlin" and all of Charlie Chaplin's pictures.
BROADWAY THEATRE
Broadway at 41st St.
Continuous from 10 a. m. to midnight Prices—20c. and 30c., Mats.
My wife & I sat up until 3 o'clock this morning talking about "The Heart of Humanity"
BROADWAY AT 41ST ST.
M. to MIDNIGHT
50,000 NEW YORKERS
"THE HEART OF HUMANITY"
BROADWAY
"Tremendous!"
"THE HEART OF HUMANITY"
New York has gone wild over this tremendous new production. Superlatives anything you've seen on the screen. Thousands have been thrilled by it—Are talking about it—are sending packed houses to see it. It's too big for words. SEE IT.
BROADWAY
Theatre, B'way at 41st St.
Continuous 10 A. M. to Midnight.

EL PRODUCTIONS

THE MOVING PICTURE WEEKLY

A MAGAZINE FOR MOTION PICTURE EXHIBITORS

Published Weekly by the MOVING PICTURE WEEKLY PUB. CO.
1600 BROADWAY, NEW YORK CITY

PAUL GULICK, *Editor* JOE BRANDT, *Bus. Mgr*

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Vol. 8 FEBRUARY 22, 1919 No. 1

EDITORIAL

MARCH 17th—St. Patrick's Day—is the release date of the Marie Walcamp serial, "The Red Glove." In this year of our Lord 1919 the latter event will be the one of major importance to the United States. The release of a Marie Walcamp serial is always a matter of interest to a million or two Americans, and that of "The Red Glove," which has already been advertised far and wide and was postponed from February 17, is bound to be more interesting than the announcement of any other serial in which Miss Walcamp has appeared.

In the first place, the previous serials have won for Miss Walcamp a tremendous reputation. "Liberty," "The Red Ace" and "The Lion's Claws" have been a wonderful succession of serial stories, each one more popular and better constructed from every standpoint than its predecessor. "The Red Glove" has more to commend it at the start than any serial in which Miss Walcamp has previously starred.

In the second place, it is based upon a novel whose intensely interesting Western story has caused it to run through three editi ns and has prompted the publishers, Grosset & Dunlap, to get out a fourth edition under the new name, "The Red Glove." Its original title was "The Fifth Ace," and it was written by Douglas Grant, whose Western stories have proven extremely popular. "The Red Glove" differs from "The Fifth Ace" only in those necessary particulars which constitute the make-up of every regular and well-ordered serial. The backbone of the story has not been changed in any particular.

In the third place, J. P. McGowan is producing it, which means that all of the wonderful producing ability which was shown in the last Eddie Polo serial, "The Lure of the Circus," will be in evidence in "The Red Glove." In addition to this Mr. McGowan had a greater opportunity to prepare for "The Red Glove," and the first five episodes, which we have already seen, show not only due provision for all of the recognized points of excellence of serial productions, but in addition the features of lighting, softening of photographic effects, attention to minor details and hand-drawn and super-imposed titles which one would expect to find only in a finely-appointed five-reel feature. Mr. McGowan has adhered strictly to the requirements of two thrilling stunts and a suspense ending in every one of the two-reel episodes, and fortunately the story is so well constructed that these can be injected where they are not already in the story, without any seeming incongruity. The ground work and settings for "The Red Glove" have had particular attention paid to them. The mysterious hidden valley, with its walls of solid granite; the mysterious Pool of Lost Souls, with its centuries-old lake of oil; the Blue Chip Saloon—a product of the medieval West, with the addition of a castle-like exterior, and the hundreds of locations for the "thrills," all have been thought out with great care and ingenuity.

In the fourth place, the cast of "The Red Glove" is one of particular excellence, including, as it does, Pat O'Malley, who played in "The Heart of Humanity" and "She Hired a Husband"; Alfred Allen, whose character work in features has brought him to the first rank as a character actor; Thomas Lingham, whose work in "The Lion's Claws" has brought him into popular consideration; Evelyn Selbie, who has been identified with the Universal for six years; Leon de la Mothe, who as Leon Kent has produced a number of Universal pictures and played the villain in many others, particularly serials; Andrew Waldron, who played in "The Lure of the Circus" with Eddie Polo and who is in all probability the oldest regular actor on the screen to-day, being a veteran of the Civil War; Edgar Allen, whose previous successes have merited his appearance in this serial in an important role, and a troupe of thoroughly experienced Universal cowboys.

The title of the first episode is "The Pool of Mystery." Its release is being awaited with great impatience and already a number of exhibitors have seen the first three episodes at trade showings arranged by the various exchanges. In case you have not seen these episodes and desire to, write to the nearest exchange immediately. The three episodes are there and you are entitled to see them. You cannot afford to miss them.

* * *

THE censorship matter has now resolved itself into a concrete proposition, where everyone in the industry can get back of it and without any waste effort do all they can to defeat it. There are a number of States where censorship is raising its ancient and anthonycomstocked head. Exhibitors in these States are aware of the fact, but very seldom know what to do about it. Last week we made a suggestion along the line of a petition to be circulated, signed and delivered to the Ways and Means Committee of Congress. A letter to your congressman was also suggested. Both these methods are effective and it is hoped that they are being pursued. That is, if there is censorship agitation in your town.

* * *

GABRIEL HESS, vice-president of the Goldwyn Company, has been made the chairman of the censorship committee representing all branches of the industry. Last week he appeared before the weekly meeting of the Associated Motion Picture Advertisers (Inc.) and in a plain, frank and straightforward exposition of the case stated the great need and asked the assistance of the Advertisers, who are all publicity and advertising men, some working independently, but most of them employed by the manufacturers and producers of motion pictures. As the upshot of that address the Advertisers appointed a committee, with John Flinn as chairman, to work out the publicity end of the campaign. Next week we will outline the plan adopted. It is a big conception and is intended to be so thorough and simple that any exhibitor anywhere can use it to the lasting advantage of the industry.

This is the famous "TAD" the brilliant comic cartoonist who makes millions laugh daily
Looks rather sober, doesn't he? Yet he makes more people laugh every day than any other living cartoonist. His famous "Indoor Sports," "Silk Hat Harry," Judge Rumhauser" and others appear every week in
HEARST NEWS
enabling you to make a ballyhoo on this feature big enough to draw regular patronage to see this feature alone; yet this is but one item you get each week in HEARST NEWS that covers the globe and brings you everything in news pictures FIRST to your house. Add to HEARST NEWS the big popular widely-known and eagerly-sought-for weekly release
UNIVERSAL CURRENT EVENTS
and to that add the popular Screen Telegram, and you have the cream of the world in news reels that dominate the entire field of news pictures. Contract NOW for the BIG THREE—Hearst News, Universal Current, and
SCREEN TELEGRAM
and tell your public that you show all the world's news in pictures three times a week. You can book any one or two or all three at a rental that enables you to pack your house and make money every week. Talk now to your nearest Universal Exchange.
BOOK THESE THREE BIG NEWS REELS THROUGH ANY UNIVERSAL EXCHANGE

Lenine and Trotzky

No. 225. --- Straight from the Shoulder Talk by Carl Laemmle, President of the Universal Film Manufacturing Company . .

LENINE and Trotzky worked together as thick as thieves and raised merryell with Russia. Then they fell out, and Trotzky arrested Lenine and threw him into a cell with permission to bite the iron bars till he wore his teeth out. It's a tragedy in one way—a comedy in another.

The moving picture business has been exploited by its Lenines and its Trotzkys in much the same manner as poor Russia. Stars were stolen; directors were encouraged to break contracts; principle was forgotten; decency was kicked in the pants. For several years the star-craze has been the direct cause of a mad orgy of dishonorable practices.

The exhibitor has paid for it. He has paid for it, not only in higher rental prices, but he has paid even more in showing poor pictures. He does not realize the latter so quickly as the former, because when he pays a high rental price he sees the money going out, but when he shows stars instead of pictures he gradually kills public interest in his theatre and, because it is gradual, he does not grasp it immediately. It is none the less fatal in the end.

It's a funny thing, but if you'll look back over your own life you'll find that every time you monkeyed with principle you only made a monkey of yourself. The same thing is true of the men who have practiced unprincipled things in exploiting the moving picture

business. They have apparently prospered for a time, but they have made monkeys of themselves in the long run.

Many and many an attempt has been made to corner the business, but it has resulted in cornering the men who tried it, every time!

The Universal is just old-fashioned enough to believe that our business consists of making the best pictures we know how—in other words, sawing wood! That's what we have been doing all the time. We have never stolen stars nor directors nor spent time watering stock.

One of the results of this "old-fashioned" policy is that "the Universal has shown a greater improvement in quality than any concern in the business." Rapidly the big exhibitors who would not use our features a few months ago, because we had no high-priced stars, are using our Jewels and our Universal Special Attractions and are finding that they are RESTORING PUBLIC INTEREST in their theatres by means of GOOD PICTURES.

Naturally, we are delighted. It has given the whole Universal organization new pep, new enthusiasm, a brand new spirit—and our constantly good pictures are getting better and better and better.

We are making the kind of pictures that the finest houses in the world need. We are making the kind of pictures that will bring you a steady NET PROFIT, and when it comes right down to brass tacks that's all we've got to offer you. Money-making pictures—and nothing else!

Let the Lenines and the Trotzkys throw each other into jail or bankruptcy or anything else, but don't let them make a Russia out of your business. Build on the rock of CONSTANTLY GOOD PICTURES, not on the shifting sands of a star-craze. Then you won't care a tinker's dam who steals who's star because your business will be insured against theft, scraps of paper, busted agreements and everything else that's bad!

Human Stuff --that's Why!

THERE isn't anyone in pictures quite like HARRY CAREY—because he **can't be imitated.** There are mighty few actors who are so **unaffected,** so **real** in every look and move and gesture, so **likeable** in every understandable, **human action.**

Now you know why his audiences love him. Because they **can see** him think. Because he's one of them **and they're** right with him **all the time.** Because he's **human** and they **understand him.**

Let the solemn Law lay its ponderous hand on Harry's shoulder and out comes the old sack of "Bull" and the cigarette papers and you see Harry begin to think. And right away you hear the deep-chested chuckles of joy begin, too—because they know perfectly well that their old pal Harry will pull some outrageous trick and make his get-away just in time to outwit the villain and get his girl back again where she ought to be.

Down on your luck, are you? Go see HARRY CAREY! Is the cold unfeeling world against you? Go see HARRY fight it. In love, poor cuss? Go see how HARRY wins his girl. Whenever you want a laugh, a gulp, a thrill and a peach of a love story—whenever you want **just human stuff—go** CAREY!—the best of all Western character actors before the public today.

Book him **now** in his latest Special Attraction—"ROPED." Your nearest Universal Exchange, or Universal Film Mfg. Co., 1600 Broadway, N. Y. Carl Laemmle, President.

SHOTS FROM THE NEWS WEEKLIES

A—Largest dry dock in the U. S. A. launched for the navy.

B—New naval dirigible on record flight.

C—Rodman Wanamaker welcomes Captain Eddie Rickenbacker.

D—Ambassador Jusserand at the Peace Conference.

E—Order still, though wounded.

Mrs. CHARLIE CHAPLIN

(MILDRED HARRIS)
wife of the world's greatest comedian

LOIS WEBER'S
Five Greatest Successes

"BORROWED CLOTHES"

"For Husbands Only"

"When a Girl Loves"

Put on a Mrs. Charlie Chaplin Week

That's our biggest and best tip for you just now. And it comes straight from a shrewd exhibitor who tried it—cleaned up—and wrote us at once of his success, thanking us —while we ought to have thanked him.

Put on that week! Get busy on it today!

Five proven Lois Weber triumphs — see list below — the five highest-average dramas of the past twelve months. No matter if you've played two or three of them—every one's a registered repeater. Play "Borrowed Clothes" and "When a Girl Loves" for two days each—give a day to each of the other three.

Your nearest Jewel Exchange will help you.

Get from your Jewel Exchange mats of the "teaser" Mrs. Charlie Chaplin ads—mats of all the plays ads—copies of the Press Sheets—copies of the Jewel Booklets on each of these superb Lois Weber money-makers. The Exchange will help you work up your publicity—aid you with their advice.

Get busy on this today. Cash in now!

Every man, woman and child in your town wants to see the girl who married Charlie Chaplin. And when they see her, they'll see the most meteoric screen star of many years—an actress whose every single play has been a sweeping box-office success.

JEWEL PRODUCTIONS
INCORPORATED
Executive Offices. 1600 Broadway. New York City

"The **DOCTOR** *and the* **WOMAN"**

"The **PRICE** *of a* **GOOD TIME"**

"KISS OR KILL"

Take This Tip!

Priscilla Dean packed the Broadway Theatre to capacity in New York. She congested traffic in front of the Royal Theatre in St. Louis. She broke all house records in the Casino Theatre, Chicago, doing over over $3,500 worth of business in a 283-seat house in one week. Priscilla Dean has arrived. She's a big star. Play every picture you can get, in which she appears. Play "KISS OR KILL" and boost it to the skies. It's great. Then play "THE WILDCAT OF PARIS"—then —"A WICKED DARLING"—and don't miss a single Priscilla Dean picture. They're clean-ups.

featuring

The Brilliant Star

Priscilla Dean

Take advantage of the Box Office power of the Big New Star. Book & Boost this play to the limit. Book thru any

UNIVERSAL EXCHANGE

A UNIVERSAL SPECIAL ATTRACTION

Dorothy Phillips

in

"THE TALK OF THE TOWN"

IT would take ten solid pages to publish all the wonderful compliments we have gotten from Exhibitors on "THE TALK OF THE TOWN," starring Dorothy Phillips, who has set the country talking about her great work in "The Heart of Humanity." Suffice it to say that among those big Universal Special Attractions that are simply coining money for Exhibitors, "THE TALK OF THE TOWN" stands near the top. Book thru any Universal Exchange.

ONE OF OUR BIGGEST
UNIVERSAL SPECIAL ATTRACTIONS

HARRISON Says :

You had better keep an eye on pictures featuring Priscilla Dean. Every new release turns out to be better than the last one; and if the present rate of improvement keeps up, no reason why she should not become a great favorite among your patrons. It seems that the producers spare no expense in securing for her the right kind of stories, the sort that give her particular talents room to expand; and no little credit goes to the man who selected them for her—he knows what he is doing.

"The Wicked Darling" is a crook play, in which the heroine is given the role of a clever shop-lifter, but not without a heart. Her heartstrings are hardened, due to her enviroment, but not destroyed. She shows it in a realistically developed love affair with the hero, a formerly wealthy man, but now poor. Her love for him causes her real self to awaken and bring her dormant nobleness to the fore-front. The hero eventually discovers she is a thoroughbred, and they become united.

P. S. HARRISON.

And Here's what He said about "The Wildcat of Paris":

This picture will rank among the best Priscilla Dean contributions. Heart-interest, due to personal sacrifices for a higher ideal; mental excitement, caused by the rapid action of the plot; suspense, owing to inability of foretelling the action; these are its entertaining elements.

The Apaches of Paris, their relation to the community before the war and their conduct toward France after the memorable days of August, 1914, is the theme of the story. It is not, strictly speaking, a war subject, but one in which some war scenes have been resorted to in order to bring out more vividly the fact that even the Apaches, whose aversion for law and order is well known, when Paris, their home, was threatened, did not fail to rush to the rescue.

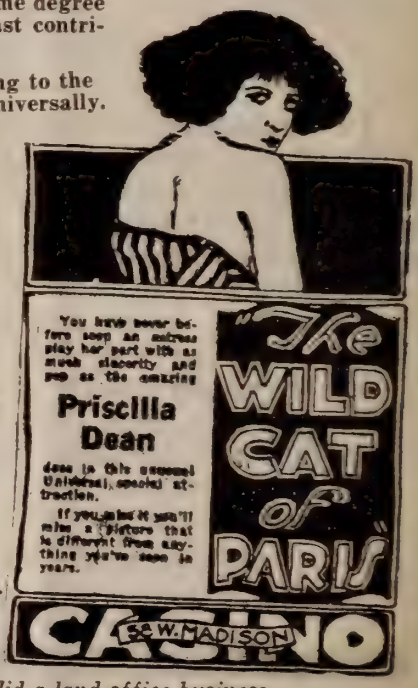
I doubt whether a real Frenchman could have imparted to this picture a more realistic atmosphere. To the great majority of us the knowledge of Apaches comes from the novels we have read. The scenes in this picture tally exactly with the images we have formed of them. As themes of this nature, in book form, have invariably proved popular, I am inclined to believe that, in picture form, they will prove equally interesting.

The acting of Miss Dean is marked by the same degree of virility, the same liveliness, as that of her past contributions.

The picture is clean and, though strong, owing to the uncommonness of the subject, should appeal universally. Length, six reels.—P. S. HARRISON.

-She Purr
-She Scratch
-She Claw
BUT Mon Dieu
How She LOVES!
She Is Truly the Wild Cat of Paris—See This Amazing Play—It's Different From Anything You've Seen in Years—With SOME Wild Cat
PRISCILLA DEAN
NOW AT THE
"The WILD CAT of PARIS"
CASINO
58 W. MADISON

"IT'S THE GENDARMES"
SPECIAL THIS WEEK THE STARTLING NEW STAR
Priscilla DEAN
in a unique universal picture that will touch your heart strings and thrill you—be sure and see it.
"The WILD CAT of PARIS"
NOW PLAYING
CASINO
THEATRE - 58 W. Madison


You have never before seen an actress play her part with as much sincerity and zest as the amazing
Priscilla Dean
does in this unusual Universal special attraction.
If you like it you'll rave about a picture that is different from anything you've seen in years.
"The WILD CAT of PARIS"
CASINO
58 W. MADISON

Cuts used for the Casino Theatre in Chicago, wh ere "The Wildcat" did a land-office business.

PRISCILLA DEAN

"The Wicked Darling"

Príscílla

The WICKED

Even the critics are waking up on the subject of PRISCILLA DEAN! True to every tradition, the experts delay until the trustworthy public makes up its mind —then they rush to tell us that Miss PRISCILLA DEAN's a wonder—the dazzling diamond of the screen.

"One minute she'd be breaking your Heart with the Tragedy of her Life, and the next she'd be swiping your watch"

UNIVERSAL SPECIAL ATTRACTION

Dean in

Folks! We've known it

for a year or more! And now comes an appreciation of this amazing young actress that hits the nail smack on the head. Says the St. Louis Star: "PRISCILLA DEAN is a different type of an actress—a type which very few, with the exception of NAZIMOVA, have become."

"The WICKED DARLING"

is her best play. Better even, than "The Wildcat of Paris", that stopped the traffic in St. Louis—better for you because of "The Wildcat's" sweeping popularity. Book PRISCILLA DEAN in "The WICKED DARLING" to-day thru your nearest Universal Exchange. Or communicate with Universal Film Mfg. Company, 1600 Broadway, N. Y. Carl Laemmle, President.

DARLING

WID SAYS

"A thriller of unusual quality—a well directed and capably acted drama—strong suspense—unusually gripping"

MARY MAC LAREN
IN
"CREAKING STAIRS"

COMING SOON

A very big and very human picture with a tremendous end scene in which the virile star reaches astounding heights

MONROE SALISBURY
IN
"The LIGHT OF VICTORY"

PHOTOPLAY SAYS

"The work of Dorothy Phillips grips you. Her scope is remarkable. Here, at last, is a photoplay equal to her talents"

DOROTHY PHILLIPS
IN
"The TALK of THE TOWN"

UNIVERSAL SPECIAL ATTRACTIONS

Book them thru your nearest Universal Exchange or

UNIVERSAL FILM MFG. Co.
1600 Broadway, N.Y.
Carl Laemmle.....President

"The Wicked Darling"

CAST.

Mary Stevens.....Priscilla Dean
Kent Mortimer.....Wellington Playter
Stoop Conners.....Lon Chaney
Fadem.....Spottiswood Aitken
Adele Hoyt.....Gertrude Astor

KENT MORTIMER attends a ball with his fiancee. He tells her he is ruined and that he must sell even his household effects to keep his head above the financial waters. She coolly tells Mortimer their engagement is at an end, returning all his gifts, except a string of pearls, which she loses on entering her cab.

Mary Stevens, "The Wicked Darling," whose habitat is the underworld, snatches the gems from the limousine step and flees, a policeman and several persons in pursuit. She finds refuge in a home, the door of which stands open. Mortimer has returned to pay his cabby, and the girl enters without being questioned. There Mortimer finds her. She tells him she is "down and out." He tells her he must sell his home—that he is "at the end of the string." She also learns the story of the broken engagement and that the pearls she has really belong to Mortimer He thinks her a thief at first, but later allows her to go. She sneaks back later and passes the night in his house, and as she goes in the morning takes a picture of Adele Hoyt. She goes to work in a cheap restaurant as a waitress, living at a rooming house not far away. One day Mortimer chances in the restaurant and their acquaintance is renewed. In defense of Mary, for whom he has come to have a deep regard, Mortimer's arm is broken and Mary thereby discovers that he has not paid his rent. She takes two of the pearls to old Fadem and gives the money to Mortimer's landlady. Fadem and the gunman shadow Mary and ransack her room.

Not finding the rest of the pearls, the gunman jumps to the conclusion that Mortimer has them. In the struggle between the two men, Mary's real past is revealed and, when she calls, Mortimer sorrowfully casts her out of his life. As a last resort, Mary returns the pearls to Mortimer's former fiancee, who returns them, with a letter, to Mortimer, who then starts out in search of Mary. He comes to her rescue just in time In their attempt to force Mary to reveal the hiding-place of the pearls, Fadem and the gunman, in their room behind the pawnshop, have nearly choked the girl to death. But Mortimer's arm is now well and, after a terrific fight, he rescues Mary, and they go west with the prospect of happiness.

PUTTING IT OVER.

THE title of this picture is well calculated to put this feature over for you. Take a look at the posters. They are built on the title.

Boost Priscilla Dean's name as hard as you can. You will want her in the rest of the series. Call her "the girl who played Collette in "The Wildcat of Paris." Her next picture is "The Silk Lined Burglar," and it is just as good as "The Wicked Darling." By cashing-in on her name now you can count on your crowd for the next Dean picture. She is a fast-rising star, and you want to take advantage of that fact while she is starting.

And don't neglect the rest of the cast. Lon Chaney is known to thousands. He is great in this picture. Spottiswood Aitken is the grand old man of the Griffiith organization. He has played in more big features and created more roles that will be remembered than any other character actor, with one possible exception. And Aitken was a Griffith find—a product of the films.

Send this to the regular mailing list:

"With his necklace in her pocket and two pearls gone to pay his doctor's bills, she stood before him in adoration, fear and trembling. She knew he hated a thief like poison.

"'Mary,' he said thickly; 'you're wonderful. And I once thought you were a thief. Can you ever forgive me?'"

Was she a thief this wicked darling who slaved in a cheap restaurant for the privilege of his high regard? See "The Wicked Darling," with Priscilla Dean, at the ..... theatre, and decide for yourself.

HERALD FOR "THE WICKED DARLING."

"ROSE of the Night," as she was called by her confederates, had stolen into his house, a thief; she left it the abject slave of Kent Mortimer, the poverty-stricken man of wealth who had lost his fiancee with his dollars. His Adelaide had returned his ring, but did not think it necessary to give him back the beautiful necklace of pearls. While going home that night she lost it. It served her right. Mary Stevens, which is the name Rose had inherited, picked it up and escaped with it. And she took it, for sanctuary, into the first open door, that of Mortimer's house.

Now, Mary was in a quandary. She had reformed—had this wicked darling. With a $50,000 necklace hidden away, she was slinging hash in a cheap beanery. She could not return the necklace, for Mortimer would have known that she was a thief, and then she would never win his love. So she kept it until Mortimer needed help. Then she sold two of the pearls to get money for him. It was her undoing. She was followed and denounced by her old asociate to Mortimer. What would this patrician, who loved the truth better than pearls, and hated a thief with all his heart, what would Mortimer do? Crash, bang—and an entirely unlooked-for event decided the fate of "The Wicked Darling." You can't afford to miss it on ..... at the ..... theatre.

WHO PRISCILLA IS.

THERE was no doubt in Priscilla Dean's mind as to her choice of a career—the choice was nominated and elected for her when a very small child by her mother. Born in New York, and of a theatrical family, Priscilla made her debut on the stage with Joseph Jefferson in "Rip Van Winkle" at the age of four, later she was with Ben Greet in Shakespearean repertoire on the road—mother always traveling with her as she has done ever since.

A convent school occupied her attention until she was fourteen, and here she learned something of dancing, and took part in very proper theatricals. Then she went back to the stage and appeared with James A. Hearne in "Hearts of Oak," and had some very valuable stock experience. During these last two years of stock she tried desperately to get into the pictures. But in spite of having the ideal combination of brown hair, hazel eyes and a perfect profile, none of the directors would "see her." Finally, the Universal signed her up to play with Lyons and Moran, and after a few months she was acclaimed "the prettiest Nestorette yet." But even then her progress was none too rapid. She played a few pictures as leading lady for Harry Carey in Westerns before Lois Weber re-discovered her and gave her a "baby vamp" part in "Even As You and I" and an important role in "The Hand That Rocks the Cradle."

A serial, "The Gray Ghost," brought her new popularity, and two five-reel features, "Beloved Jim" and "Kiss or Kill," showed how sweet, appealing and lovable she could be when a role required her to be that kind of a girl. But Priscilla came into her real vogue with such pictures as "The Two-Soul Woman," "The Wildcat of Paris," "The Brazen Beauty" and "She Hired a Husband." Her next Special Attraction will be along the same line and is one of the best things she has ever done. It is called "The Wicked Darling," and will be seen at the ..... theatre on ..... And don't forget to ask the manager when he is going to play "The Silk-Lined Burglar."

Use These Ads

Bewitching
CARMEL MYERS

Truly bewitching in every sense of the word is CARMEL MYERS in her latest picture—

"The Little White Savage"

in which, as a little unsophisticated girl from another world, she is stolen by a circus owner to be exhibited as a freak. Here's a story that holds you from the very start and gives you the most novel ending you've seen on the screen in many a month. Positively do not miss this gem of a play.

[*Theatre Name Here*]

T. C. Cut No. 84, Mat 20c.

This beautiful young girl was stolen by a rough-neck circus man, to be exhibited as a South Sea Island freak. Can you imagine such a thing? Yet that's what you'll see when you see delightful

CARMEL MYERS in

"The Little White Savage"

Possessed of exquisite beauty, sparkling, radiant, and a regular little "sizzler" for dramatic action, CARMEL MYERS will bring you a great big evening's entertainment in this drama that increases in joy as it proceeds and winds up with a twist so unique and so novel, that you'll exclaim "Great." Don't miss it.

[*Theatre Name Here*]

T. C. No. 83, Mat 20c.

Carmel Myers

IN HER LATEST PICTURE

"THE LITTLE WHITE SAVAGE"

can be exploited in a dozen different ways in newspaper or other advertising. These ads will get the business for you, and if you wish to use a more pertinent type of copy, use the copy and text matter in MOVING PICTURE WEEKLY, page 23, which has more "kick" in it perhaps for some communities. Use these ad cuts with whatever copy you desire, and boost this play hard.

RELEASED THRU ALL BLUEBIRD EXCHANGES.

"The Little White Savage" Bluebird Photoplay

AT A GLANCE.

FEATURE—"The Little White Savage."

BRAND—Bluebird.

CLASS—Light comedy-drama.

LENGTH—Five reels.

STAR—Carmel Myers.

PREVIOUS SUCCESSES—"My Unmarried Wife," "Who Will Marry Me?" "All Night," "A Society Sensation."

DIRECTOR—Paul Powell.

SUPPORTING CAST — Harry Hilliard (former Fox star), John Cook, William Dyer and Richard Cummings.

SCENARIO BY — Waldemar Young.

FROM STORY BY — Frances Nimmo Greene.

LOCALE—A "lost island" in the South Atlantic. The "open seas." "The Greatest Show on Earth." A New England town.

TIME—The present.

THUMB-NAIL THEME — The imaginative processes of two showmen when the authenticity of their big feature is called into question. They show how their freak de luxe was taken from a "lost island" and how she disrupted the peace of a New England town by her unconventionalities, ultimately marrying a small-town parson who through her won a half-interest in the "Greatest Show."

PUTTING IT OVER.

BRING to bear the cumulative popularity of Carmel Myers in former pictures in promoting "The Little White Savage," emphasizing the star's reputation for subtle comedy acting, of which her work in this film is an exemplification.

HARRY HILLIARD has a large following. Formerly one of Fox's featured players, he should be played up in the advertising.

THE fact that an entire "lost island" was rediscovered for "The Little White Savage," and a large sum of money was expended in reproducing this historically founded mid-ocean community.

ADVERTISING CATCH-LINES.

A wild tale of a wild woman—"The Little White Savage"—starring the popular favorite Carmel Myers.

Never believe the ballyhoo man in front of the side-show.

Alongside of him Ananias was a regular George Washington.

She spoke the language of Shakespeare, but she loved in terms of Elinor Glynn.

Have you a "Little White Savage" in your home? The minister found one in his bed, and so did the trustees of his church.

A REVIEW.

BARON MUNCHAUSEN and Sir Lemuel Gulliver had nothing on the proprietor of the three-ring circus in "The Little White Savage," Carmel Myers' latest starring vehicle, now being shown at the ..... theatre.

He told a weird tale of savage isles and wild women to the gullible country editor, and as he told it on the screen a wondrous flight of press agent imagination unfolded itself.

The Arabian Nights, Grimms Fairy Tales and Dr. Cook's account of his discovery of the North Pole could be classed as gospel truth alongside of this Ananiasism the general manager of "the greatest show on earth" glibly reeled off to the bucolic journalist.

He told of the discovery of a lost island, where the customs of the days of Sir Walter Raleigh still prevailed, where they put pretty maidens in stocks when they were naughty. He told how his side show inmate, "the little white savage," had fallen in love with a missionary, and been kidnapped for circus exhibition purposes. How, when he took his performances to the minister's home town, the wild girl escaped from her tent and went to the parson's house, hiding herself in his bed when a delegation of trustees came to call. The situations are immense, and those who enjoy hearty laughs served wholesale can find no better fun investment than the money they spend to go to the ..... theatre this week. The story is by Frances Nimmo Greene. Paul Powell directed the play, and the star's supporting cast includes Harry Hilliard, John Cook, William Dyer and Richard Cummings.

ADVANCE NOTES.

John Cook, who plays the character of the rum-besotted sailor in "The Little White Savage," threatens at many comedy junctures in the action of the screen play, which comes to the ..... theatre ....., to "steal the show." Carmel Myers has the featured role, but Cook does a superb bit of work which stands out from the the serio-comic ensemble like a gem of histrionism.

Paul Powell, who directed "The Little White Savage," also produced those other Carmel Myers sensations, "The Society Sensation," "All Night," and "Who Will Marry Me?" The quartet of cinemas were comedy-dramas and "The Little White Savage" is said to be the most subtle and the most intriguing of all. "The Little White Savage" comes to the ..... theatre .....

A splendid comedy element in "The Little White Savage," which is to be shown at the ..... theatre ....., is introduced by Richard Cummings and John Cook, two Universal character actors appearing in this Carmel Myers Bluebird as sailors. Cook carries considerable of the comedy throughout the picture, and is an admirable foil for the brilliant Miss Myers.

A "lost island" was built in Universal City for the purposes of "The Little White Savage," which will be shown at the ..... theatre beginning ..... At a great expense an entire community of more than a score of solidly constructed dwellings of the type of three centuries ago and with all the implements of the day was established. Carmel Myers is the featured player in this Bluebird feature play.

"ALL EUROPE WAS AT HER FEET"

"AFTER

The Biggest Sensation of

"HELL HATH NO FURY LIKE A WOMAN SCORNED"

Universal Special Attraction

Book thru your nearest Universal Exchange, or communicate with the UNIVERSAL FILM MFG. CO., Largest Film Mfg. Company in the Universe, Carl Laemmle, President, 1600 Broadway, New York City.

the WAR"

Photo-drama the Hour

"FATE WAITED BEHIND THE CURTAIN"

"HE WAS A BRUTE—AND I WAS IN HIS POWER"

Universal Special Attraction

Book thru your nearest Universal Exchange, or communicate with the UNIVERSAL FILM MFG. CO., Largest Film Mfg. Company in the Universe, Carl Laemmle, President, 1600 Broadway, New York City.

Something NEW

NOVEL-UNIQUE-FASCINATING

THE NEW SCREEN MAGAZINE

"Something For Everybody"
"Everything For Somebody"

The latest things you read and see in all the latest magazines brought before your eyes in wonderful moving pictures every week.

The Screen Magazine you've been waiting for—The Screen Magazine that brings to you all the most interesting things you read of and see illustrated in the latest popular magazines, every week now at all the best theatres in town.

Fashions, Art, Industry, Science, Mechanical accomplishments, latest dances, trick photography, famous feet, famous people, cartoons, vaudeville, magic stunts and a thousand and one things that will fascinate you. A Screen Magazine you'll—rave about EVERY WEEK regularly from now on. Something to make your visit at the theatre doubly worth while.

Now being booked by scores of newspapers and biggest theatres all over the country—an immense and immediate HIT! Ask your Exchange NOW.

Edith Roberts
— IN —
"A TASTE OF LIFE"

A certain "peachy young friend newlywed" in her desire to curtail expenses to help husband, discovers her new hubby in a strange room with a strange lady, and under strange circumstances.

With this complex situation as a flying start you'll see a "mile-a-minute" drama that will make you chuckle in glee—

How this awful tangle (that gets worse as the picture proceeds) is untangled, forms the basis [of one of the most hugely enjoyable photo plays of the season, and EDITH ROBERTS will give you a real "Taste of Life". DON'T MISS IT!

{ *Theatre Name Here* }

T. C. No. 91.

HUNDREDS OF HOUSES DEPEND ON THESE POWERFUL READY-PREPARED ADS FOR ALL UNIVERSAL PICTURES, AND ARE GETTING RESULTS WITH THEIR STEADY USE.

How About You?

YOUR EXCHANGE WILL FURNISH YOU WITH MATS OR ELECTROS OF THESE ADS

Communicate with your Exchange

Edith Roberts
— IN —
"A TASTE OF LIFE"

A certain "Peachy young friend newlywed" in her desire to curtail expenses to help husband, discovers her new hubby in a strange room with a strange lady, andj under very strange circumstances.

With this complex situation as a flying start you'll see a "mile-a-minute" drama that will make you chuckle in glee—

YOU'LL ENJOY IT IMMENSEY

How this awful tangle (that gets worse as the picture proceeds) is untangled, forms the basis of one of the most hugely enjoyable photo plays of the season, and EDITH ROBERTS will give you a real "Taste of Life". DON'T MISS IT!

{ *Theatre Name Here* }

T. C. No. 92.

All these silver loving cups from exhibitors because they don't like Eddie Polo in the Lure of the Circus.

Exhibitors treated Eddie terribly mean in every City where he appeared—He only took home a trunkful of silver loving cups - - - that's all. If that don't convince you that the "Lure of the Circus" is the biggest serial clean up in years then we're going to lock the store and throw the key in the lake—"The Lure of the Circus" has brought home and is today bringing home more money and bigger crowds than ANY serial ever filmed including any and all competitive serials ever screened. HAVE YOU BOOKED it Yet? Act NOW!

Praise-worthy Examples of larger advertising of Film Theaters on Special Attractions

PALACE
A FRENCH GIRL OF THE STREETS BECOMES A MODERN JOAN OF ARC
—STARTS SUNDAY—
The WILDCAT OF PARIS
WITH PRISCILLA DEAN
MITCHELL AND HIS ORCHESTRA
"SHE BITE, SHE SCRATCH, BUT— MON DIEU — HOW SHE LOVE"

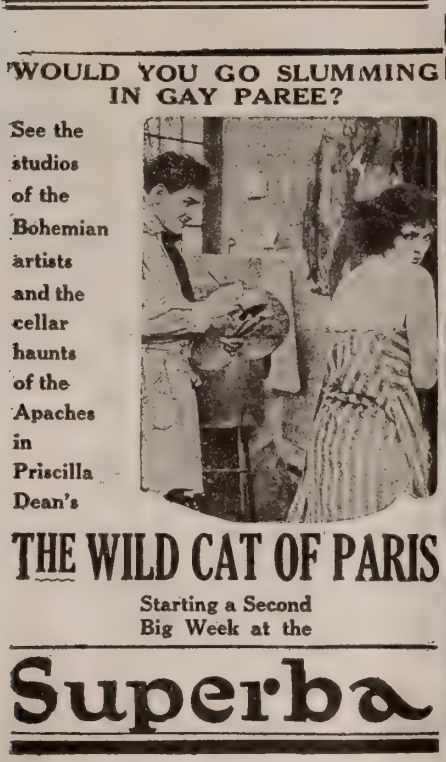
Two-column advertisement from the St. Louis Tribune.

PALACE
STARTS SUNDAY
MAE MURRAY
As the little safe cracker in a drama of the underworld that pulsates with action—
DANGER! GO SLOW
Environment shaped her destiny as it does that of us all.
MITCHELL AND HIS ORCHESTRA
IN SUPERB MUSICAL PROGRAMS
PUNCH—THRILLS—THROBS

Two-column advertisement in the St. Louis Tribune.

SUPERBA
Broadway Near Fifth
"She purr— She claw— She scratch—yet Mon Dieu—how she love"
—see devilish Priscilla Dean in the Sensational underworld Melodrama
"The WILDCAT OF PARIS"
Starting today at the
Superba

In the Los Angeles Examiner; two-column.


WOULD YOU GO SLUMMING IN GAY PAREE?
See the studios of the Bohemian artists and the cellar haunts of the Apaches in Priscilla Dean's
THE WILD CAT OF PARIS
Starting a Second Big Week at the
Superba

Two-column advertisement from the Los Angeles Herald.

Two-column advertisement from the Pittsburgh Leader.

At the right—A single-column advertisement of striking design from the Montreal Gazette for the Holman Theatre.

J. WARREN KERRIGAN

This brilliant Feature Star in Two Reel Subjects

AGAIN the Universal comes to the front for Exhibitors with a box-office attraction in two reels and with a big feature star that should pack your house.

There never has been a time when exhibitors were so hungry for two-reel subjects with a big star as right now, and this KERRIGAN reissue brings you a play that you can boost like a five-reeler and that will get you the money.

This release—"RAIDERS OF THE RANGE"—is a Western with a punch. Special posters for this release. GO TO IT!—and keep your eyes open for other big two-reel subjects released every week by the Universal.

BOOKED THROUGH ANY UNIVERSAL EXCHANGE

"—and you'll get a thousand dollars for the job"— — —

Book this Melo Dramatic Thriller and Boost it Strong

Fritzi Brunette

in one of the best suspense dramas on the Screen this Season

"The Sealed Envelope"

Released thru all Bluebird Exchanges

"—I'll never let them take you from me, honey—

Screen Telegram, No. 6.

"Speed Kings" in Duel With Death (Not in coast Edition).—Thousands of fans turn out for Ascot Races, in which several cars are smashed, but no records go by the boards.—*Los Angeles, Cal.*

Sub-Titles.—Elmore's car does a double somersault, landing against the fence right-side up. Roscoe Sarles, winner of the "Victory Sweepstakes," and his mechanician. His time for the hundred miles was one hour and twenty-seven minutes.

Mine-Layer Helps Sink Seventeen Submarines.—The U. S. S. Quinnebaugh returns after eight months spent trapping U-boats in the North Sea.—*Philadelphia, Pa.*

Sub-Titles.—A constellation of stars to be proud of. Each one represents a U-boat in the Davy Jones' locker. These men will be handy about the house when they get home.

Japanese Envoys on Way to Peace Parley.—Baron Rempei Kondo heads Mikado's delegation of finance experts assigned to world conference at Paris. —*St. Paul, Minn.*

Sub-Title.—Baron Rempei Kondo.

Naval Airship Tries for World's Record.—Great dirigible, seeking to remain in air eighty hours as endurance test, returns to base for gasoline sent up on rope.—*Cape May, N. J.*

Let the Wedding Bells Ring Out! —That the Yanks were popular abroad is made evident by the arrival at the metropolis of a group of English and French war-brides who selected American heroes as husbands. —*New York City.*

Sub-Title.—Mrs. Esther Clouth, of Rouse, France, weds a Yankee sailor-boy, despite the old canard of "a wife in every port."

America Prepares for Greatest of Warships.—At the Norfolk Navy Yards the world's largest dry dock is completed and made ready to accommodate the mighty super-dreadnaught Uncle Sam is now building.—*Norfolk, Va.*

Sub-Ttitles.—The dry dock is 1,022 feet long, and will amply accommodate the largest vessel now afloat, the giant Leviathan, measuring 824 feet from stem to stern. Letting in the water. Warships, such as the U. S. S. *Ohio*, of twin-dreadnaught type, would be all but lost to the eye, if placed in the great dry dock.

British Barrage Boys Baffle "Zeps."—Pictures of the English capital's anti-aircraft defense, hitherto suppressed by the censor, and now shown for the first time.—*London, England.*

Sub-Titles.—The anti-aircraft barrage gun, which the British call the "Archie." How the crew worked the anti-aircraft barrage gun. The "Zep" alarm brought forth the entire motor battery to the point of attack.

General Barnett Reviews "Marionettes."—Commander of the Motor Corps inspects the well-drilled members of the female headquarters non-commissioned staff. — *Washington, D. C.*

Sub-Titles.—General Barnett offers his congratulations. The snappy salute.

Wilson in Conference With British Premiere.—Mrs. Wilson accompanies him to residence of David Lloyd George, and leaves him to his problems of state.—*Paris, France.*

Sub-Titles. — George Clemenceau, French premier, "The tiger of France," joins the conference. Arthur James Balfour, British Minister for Foreign Affairs, arrives to take part in the discussion. M. Kadry, Aid to his Majesty the King of the Hadjaz (Arbia), and his secretary. Baron Koishiro Matful, of the Japanese delegation to the Peace Conference.

Current Events, No. 6.

All Steamship Lines to Return to Italy (Not in Coast Edition).—Customhouse is besieged by subjects of King Victor Emanuel, seeking to return to their native land.—*New York City.*

Sub-Titles.—Examining the passports. Friends and relatives crowd the steamship pier to bid good-by.

Motorcycles Miles on Huge Aqueduct Pike.—The road cut off by a landslide, John E. Hogg saves time by risky ride.—*Los Angeles, Cal.*

Capital Zoo Inmates Want "League of Nations" (Not in Coast Edition). —The leading "missing links" pause in their search for "cooties" to rise and remark that "self-determination of small peoples" should apply to them.—*Washington, D. C.*

Sub-Titles.—The polar bears can't bear captivity's bearing strain. They would prefer the Behring Straits. The sea lions are strong for the "freedom of the seas." "Wal, I swan!" says the swan; "this League of Nations' stuff is too flighty for us!" You can't "buffalo" this chap! He has a "bullish" disposition and will boost anything. "Dear! dear!" says the deer; "we don't understand it at all."

Another "Teddy" Now Running for Office. — This "Teddy" is Mrs. "Teddy" Leonora Meder, who has announced her intention of becoming the first woman mayor of the mid-western metropolis.—*Chicago, Ill.*

Sub-Titles.—Look at this, and then decide if you would like to run for office in Chicago. Mrs. Meder sees to it that her constituents don't forget to register.

Little Tots Follow Dame Fashion. —International Buyers' Club gives its first style show for "kiddies" at the big Terminal Sales Building.—*New York City.*

Sub-Titles.—The "Kiddie" demonstrates frocks appropriate for a children's party. Something appropriate for "evening wear." For older sister's wedding. But, best of all——.

Wounds Can't Stop "O'Ryan's Roughnecks."—Convalescent heroes of the 27th Division at the Fox Hills Base Hospital are still full of "pep." —*New York City.*

Sub-Titles. — "Ah—TENSHUN!" "Squad left! MARCH!" "Squad left! MARCH!" "Mark Time! Mark!" "Right Shoulder ARMS!" "To the rear, MARCH!"

Flying Devil Dogs Honored by French.—Colors are presented to the First Marine Aviation Squadron by an admirer of the men who fight on the land, on the seas and in the air. —*Somewhere in France.*

Sub-Titles.—"Semper Fidelis!" (Alway faithful). The colors that the Marines have carried to victory in all parts of the globe.

Cartoon by Hy. Mayer.—*"The Heroes' Reward."*

SYNOPSES OF SCREEN TELEGRAM, No. 6, AND CURRENT EVENTS. No. 6.

REMARKABLE BOOKINGS.

J. L. LESSERMAN, manager of the Universal Film Exchanges, Inc., at Chicago has reported a record number of bookings on a serial in the Windy City. Of a possible 350 and some odd theatres "The Lure of the Circus" featuring Eddie Polo, has been booked by 234 exhibtors to date. The serial was booked for several simultaneous first runs in the loop district and one small downtown house has contracted to run each episode a week. At this particular theatre, business increased nine hundred dollars the first week of the serial's showing according to statements of the management.

"The Lure of the Circus" has been booked into a score of theatres that have not played serials since the days of "The Million Dollar Mystery" and "The Perils of Pauline." Ju[illegible] kee, Omaha, Des Moines, Kansas City, Butte, Ind[illegible] falo, Cleveland and D[illegible] on "The Lure of the exceeded expectati[illegible] pany expected a l[illegible] Polo as star an[illegible] director. It [illegible] bination. N[illegible] wrote the [illegible] the issue [illegible] mate of t[illegible]

"You're Lying and you know it!"

"Don't tell me you didn't know," shouts the district attorney; "you're lying and you know it!" Caught in a maze of accusing circumstance she was at her wits' ends to save the man she loved. How she did it makes one of the greatest dramas of the present season, doubling the drawing power of

CARMEL MYERS

IN HER LATEST DRAMATIC SUCCESS

"WHO WILL MARRY ME?"

Exhibitors who have seen and played "WHO WILL MARRY ME?" pronounce it greater than "My Unmarried Wife" that was played for 3, 4 and 5 day runs in hundreds of theatres. You can't afford to miss this box office winner. BOOK NOW.

Released thru all Bluebird Exchanges.

SYNOPSES OF "THE LURE OF THE CIRCUS," "MIXED TALES," "THE MOVIE QUEEN" AND "LIONS AND LADIES."

"The Lure of the Circus"

Episode No. 15, "The Stolen Record." Two Reels.

CAST.

Eddie Somers	Eddie Polo
Alice Page	Eileen Sedgwick
Howard Mason	Fred Montague
Edward Lawrence	Harry Carter
Richard Van Norman	Duke R. Lee
Malcolm Somers	Charles Hill Mailes
Reynolds	Sydney Deane

AFTER Eddie swings Alice to safety, he jumps to the window-sill and drops into the net. Van Norman has come to Alice as soon as she lands in the net, and has carried her outside the fire lines. He leaves her there and goes for a doctor. Eddie finds Alice and sends Reynolds to his car for a flask. Reynolds comes back to report that he has seen Mason, Lawrence and a gang robbing the court house.

Leaving Alice in the care of some people of the hotel, Eddie runs to the court house, followed by his father and Reynolds. A fight takes place, Reynolds is stabbed by Lawrence, and Lawrence is killed by Mike, who has been shown hanging around the court house. Dan, who has been sent to Glenwood to stay with friends of Reynolds, appears on the scene. Officers arrest Mike and carry Reynolds into the court house. Mason and Van Norman make their escape after Eddie has gotten the register away from them.

When Eddie opens the register, he finds that the page carying the record of Alice's birth has been stolen from the book. He and Alice start to Weston, where the circus gives its next performance. We see scenes of the circus unloading at Weston, and come back to the road where Mason and Van Norman see Eddie and Alice behind them. Mason and Van remove a fence protecting the motorists from an open bridge and Alice and Eddie jump from their car just in time to save themselves from death.

Meanwhile, Van Norman has secured an order from the court to sell Eddie's interest in the show for his unpaid notes of $30,000. Mason buys the interest, and Eddie arrives on the lot with Alice just after the sale. Somers has gone back to Pearl Harbor, Mason overhears Alice tell Andy that she and Eddie are going to be married, and that she is going to have Mason arrested. When he sees her alone, he strangles her into unconsciousness and bundles her into a covered wagon, strikes the horses and watches them run away with the wagon, a happening which on one else sees.

Van Norman accuses Eddie of stealing the page from the register, after Eddie has asked Mason to return it, and another fight starts.

We leave Eddie and Van fighting, with Mason raising an axe to brain Eddie.

"Mixed Tales."

Lyons-Moran Star Comedy. One-Reel.

EDDIE and Lee wake up after a pleasant wine-lit evening, and find that they have brought home with them a policeman as well as a couple of "stews." Then they remember that they were "pinched last night." The thought brings unpleasant reminiscences. The officer tells them that Eddie told him that a sick wife was waiting at home, and expresses a desire to see the wife. The boys are all upset, and Lee valiantly sets out in search of a "sick wife." Fortune leads him into the studio of an artist sketching from a model, and Lee hires the model on the spot to be a "sick wife" for $10.

Everything seems to be working out fine, until the policeman stupidly remembers that Eddie also told him he had a baby. This glad news is almost too much for the boys, but they snatch up a little boy and girl, found at play in the yard, on the pretext that they are going to play "hospital." The children are put in bed with the "sick wife."

But just at this juncture, Eddie's real wife, who has been in the country, decides to come home, and the terrible event of her home-coming is certainly fraught with dismay for all concerned. And the handcuffs get them after all.

"The Movie Queen."

Nestor.

CAST.

Sally Slopus	Jane Bernoudy
Her Lover	Ed Baker
A Picture Director	Ernie Ehield
Cameraman	Eddie Boland

"THE Foolum Fillum Company" is making scenes on a location and the director has a fight with his leading woman, and she leaves him flat. Sally Slopus reads a book on "How to Break Into the Movies." She becomes enthusiastic, and when her lover calls, she quotes from the book and bids him get out, as she is wedded to her art. She goes on an errand and is seen by the director, who sees she is naturally made up for the part. He discovers the book she reads, and offers her the job, which she accepts.

Meantime, her lover comes upon her, and thinking she is beset by villains, he attacks them, only to be himself attacked and beaten up by the angry movie-men. They finish their scene and go back to the studio, followed by the irate lover. In the studio, the girl is supposed to be tied up and left to perish in the flames. The scene is enacted and the flames come up all right, because the huskies who handled the torches, go off to get a drink and leave the set burning. A real fire results, and the actors all run for water to rescue Sally, when the lover, who has secretly followed, gets a hose and starts to do some rescuing himself. He gets excited, however, and misses the shack which is burning, but does hit the crowd of other rescuers with his stream. They get sore and reply with their own stream, A water duel results, and during it, the fire goes out of its own accord. Sally gets free by herself and, seeing her lover's plight, she takes a hose from the rescuers, and with her lover and the aid of the two streams, they soon put the movie bunch to flight, and have a good laugh in spite of the fact that Sally did not break into the movies.

"Lions and Ladies."

L-KO Two-Reel Comedy.

(Copyright, 1919, by L-KO Motion Picture Co.)

WHERE could you find a more toothsome trio to start a movie with than Henry Hash, Stephen Stew and Peter Pye? And where could you find an easier place to start something than at the crackshaft of a Ford? And now all you have to do is to add three "his wives" and "Moon-struck" Mike, for spice, and things are moving nicely. If you've never had a lion in your front yard or in your library, try a Ford Lizzie.

Enter, a private picnic, led by the romantic Mike—he, of the moon-struck soul. Having asked a damsel to ride with him on the speedway, he is turned down cold, whereupon an officer and a "big hippopotamus" give a lively turn to the action.

This is an actual Scene in the Drama

"The CRAVING"

No picture on the market today could come to you so timely and with such tremendous interest to the entire public as "THE CRAVING," a tense drama, so big that it was bought by the ARGOSY FILM COMPANY for special exploitation, and then repurchased by Universal for a special Bluebird WITHOUT EXTRA COST TO EXHIBITORS. Book NOW and boost to the limit.

BOOK THRU ANY BLUEBIRD EXCHANGE

An Open Letter to

Mr. BARRETT McCORMICK

CIRCLE THEATRE, INDIANAPOLIS

MY DEAR MR. McCORMICK:—

If there's one particular thing the Universal has learned in its long and successful career, it's the fact that no amount of printer's ink can make a Star—if the Star hasn't the goods.

——But——

——if the Star has the looks—has the personality and has the ability—then you needn't worry about high-pressure advertising to draw the patronage, for such a star's name and picture will do the work.

Yes, we mean Priscilla Dean. We haven't tried to cram Miss Dean down exhibitor's throats. We waited. We wanted to prove beyond the slightest shadow of a doubt that Miss Dean had the personality and the ability, for she certainly has the looks.

And now Priscilla Dean is a star, the new brilliant star, and she herself has accomplished in a few short months what has taken other stars to accomplish in years. In St. Louis, in one of the best theatres, her "Wildcat of Paris" was a riot. In other cities, in the finest houses, her "Kiss or Kill" and "Wildcat of Paris" have instantaneously brought her a host of friends and a huge following.

Priscilla Dean Day is here. Here, because it was accomplished on ability, quality and pure worth.

"The Wildcat of Paris" and "Kiss or Kill" will create a sensation in your beautiful Circle Theatre, because of your artistic staging, musical accompaniment and thorough showmanship. Have you played either of these newest Universal Special Attractions?

If not, will you do me the courtesy of reviewing these Special Attractions and giving me your opinion, which I shall value highly.

Cordially yours,

Carl Laemmle

"BEHIND the FRONT"

Go and see this latest

CENTURY COMEDY

Featuring

ALICE HOWELL and Hughie Mack

All we ask you to do is to SEE this latest CENTURY COMEDY, featuring ALICE HOWELL and Hughie Mack. We're going to let you do the boosting for this big comedy smash this time.

To be booked thru any Universal Exchange. Get busy now.

Mary MacLaren

in

Rupert Julian's Master Suspense Drama

A

UNIVERSAL SPECIAL ATTRACTION

"I heard and I saw! – It's up to you to tell the Truth."

EVERYBODY on earth loves a good ghost story—and here's a great picture that will thrill you with the loveliest, creepingest, goose fleshiest thrills that ever wriggled up and down your backbone—something better than a ghost story for grown-ups, because the situations are real and the heart appeal delightful in its sincerity. A real production, superbly acted, splendidly directed.

Book thru your nearest Universal Exchange, or communicate with the UNIVERSAL FILM MFG. CO., Largest Film Mfg. Co. in the Universe, Carl Laemmle, President. 1600 Broadway, New York.

"CREAKING STAIRS"

NOT a single Critic in the land has had anything to do with making PRISCILLA DEAN a Star—nor has any Publicity Man—nor has any Advertising Man, beyond the regular run of feature advertising. Who is it, then, that has made PRISCILLA DEAN a Star—simply because they like her? The answer is—the public! All that PRISCILLA DEAN ever needed was just one—big—picture—and she got that chance in

"The Wildcat of Paris"

—her Success was instantaneous. In Chicago, the 283-seat Casino did a week's business of $3,500—something simply unheard of in picture history. In St. Louis, PRISCILLA DEAN pack-jammed the Royal and stopped traffic in the street. Good showmanship says—play this dazzling diamond of a new Star now. PRISCILLA DEAN has "arrived"—your audiences want her. Book through your nearest Universal Exchange today. Or communicate with

UNIVERSAL FILM MANUFACTURING COMPANY,
1600 Broadway, New York. Carl Laemmle, President.

VOL. 8 _ NO. 2 March 1st 1919

The Moving Picture Weekly

Mae Murray

IN

ROBERT LEONARD'S PRODUCTION

"The SCARLET SHADOW"

WHAT can you do to fill your house to capacity for seven days straight without paying exorbitant prices for your features and your advertising? What Star will have the same drawing power on Monday as on Saturday -- what Plays will be uniformly fascinating -- what Director will guarantee absolute perfection in staging--what Magic Name will result in one day's advertising doing the work of seven?

Put on a Mrs. Charlie Chaplin WEEK

Mildred Harris, directed by Lois Weber, has had the most meteoric career of any screen star now before the public. Bill her as "Mrs. Charlie Chaplin (Mildred Harris)," and the pictures will do the rest. Here are the plays—see your nearest Jewel Exchange to-day for advice and advertising helps:

"BORROWED CLOTHES,"
"FOR HUSBANDS ONLY,"
"WHEN A GIRL LOVES,"
"THE PRICE OF A GOOD TIME,"
"THE DOCTOR AND THE WOMAN,"

JEWEL PRODUCTIONS
INCORPORATED
Executive Offices. 1600 Broadway. New York City

SPARK No. 1

Some exhibitors book trash because it's new, while others screen only the best, irrespective of age. Six months or a year means nothing in the life of a Jewel Production—and the price is always right.

4 Triumphant Jewels

Dorothy Phillips
in
"PAY ME"

A cyclonic picture of the lawless West which has played in many cities two and three times and in one town was booked by the same theatre no less than five times. Dorothy Phillips never had a finer vehicle for her superb emotional powers.

Herbert Rawlinson
in
"COME THROUGH"

The greatest and most successful gentleman crook play ever filmed. Written by the master dramatist, George Bronson Howard. A picture with a big twist in it that will lift you out of your seat. Quick-action Rawlinson at his silkiest best.

Carmel Myers
in
"SIRENS of the SEA"

The most seductive dream of fair women ever shown on any screen. A marvelous fairy story for young and old—a love story—a picture of a great adventure. The picture in which Carmel Myers made her first great hit.

Elaine Hammerstein
in
"The CO-RESPONDENT"

A sixty-miles-an-hour drama of Love and the Newspaper Business made more than charming by the loveliness and appeal of this delightful, young and beautiful screen star, supported by Wilfred Lucas.

JEWEL PRODUCTIONS

INCORPORATED

Executive Offices. 1600 Broadway. New York City

"SUSPICION FELL ON THEM LIKE A PALL."

"BRING THE CHILD HERE FOR MADAME TO SEE."

"AFTER"

A UNIVERSAL SPECIAL ATTRACTION and the Sensation of the Hour.

Book thru your nearest U. Exchange, Universal Film Mfg. Co., Carl Laemmle, President.

Dorothy Phillips in "The TALK OF THE TOWN"

FROM the spectators viewpoint this production is lavish, exquisitely staged. gorgeously costumed,--produced without regard to cost. The story is fascinating, the direction perfect, in short no finer production graces the screen this year. That's why exhibitors are booking it for 2-3-4 and 5 days runs and advertising it heavily. ITS GETTING THE MONEY FOR EVERY HOUSE THAT PLAYS IT. Are YOU going to turn your back on th's absolutely sure fire money? Communicate with your nearest Universal Exchange.

It's a UNIVERSAL Special Attraction

An Open Letter to Mr. Phil. Gleichman

Broadway Strand Theatre, Detroit, Mich.

DEAR MR. GLEICHMAN:

Do you know that in the last six months the UNIVERSAL has not been competing with any other high-class feature producer in the picture business?

THEY HAVE BEEN COMPETING WITH US.

It's the Universal that has set the standard of quality in de luxe pictures; the type that the finer houses are demanding.

It's the Universal that has produced such golden money-getting pictures for exhibitors as PRISCILLA DEAN in "THE WILD CAT OF PARIS," Dorothy Phillips in "THE TALK OF THE TOWN," Harry Carey in "ROPED," Priscilla Dean in "THE WICKED DARLING," and many other winners.

By this time, too, you are, perhaps, aware of the sweeping succeess of the Universal's greatest Production to date "THE HEART OF HUMANITY," that in one instance alone stood people in line four abreast for two full city blocks, and that in another instance thrilled over 60,000 people in one week.

We can go on and cite you dozens of house and attendance records shattered by this big winner. That's why I say the Universal has not been competing with others. Others as competing with us, more to-day than ever in the Universal history, because we're delivering the pictures that are bringing home the profit to exhibitors.

Mr. Bush, of our exchange in your city, will screen for you our money-getting winners whenever you say the word.

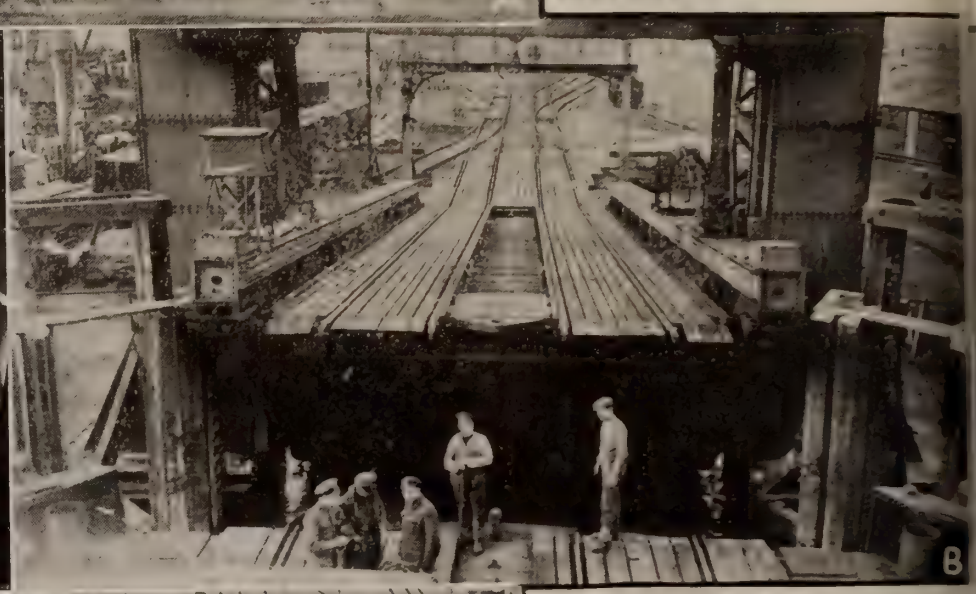
Cordially yours,

Carl Laemmle

President.

NE
Photo

FROM UNIVERSAL
HEARST NEWS A



A—The huge Leviathan arrives at New York with 9,500 veterans, many of whom are wounded and all of whom have served in the trenches. — Universal Current Events.

B—One of the secrets of the war-ferry slip at Richborough on the Channel where the gigantic car ferry joined tracks with the British tracks. — Universal Current Events.

C—Capt. Hugo Sanstedt, who hopes to fly across the Atlantic in the huge airplane shown on the opposite page.—Universal Current Events.

D—First view of the huge car ferry which transported whole trains of cars across the Channel, completely fooling the U-boats. Views released for the first time by the censor.—Universal Current Events.

E—Giant seaplane Sunrise at Bayonne, where she is being tuned up for a trans-Atlantic flight. Capt. Hugo Sanstedt is the pilot.—Universal Current Events.

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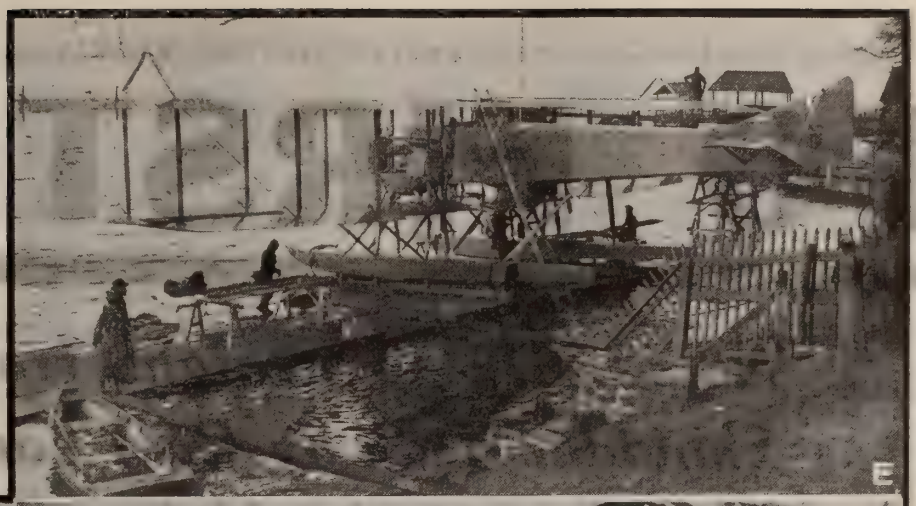
RRENT EVENTS,
REEN TELEGRAM.



Capt. Harrison teaching landlubbers the ways of the sea at Cape May.—Hearst News.

Left to right: Capt. C. McLoughlin, Capt. I. D. Shaw, Maj. David A. L'Esperance, Capt. John C. Outwater, and Lieut. Walter R. Lockhart, commanders of colored troops just returned. — Screen Telegram.

This picture was snapped in the Claridge Hotel when Jack Dempsey signed articles to fight Willard. Left to right: Jack Kearns, Jack Dempsey, Tex Rickard and Ike Dorgan.—Screen Telegram.

The La France steaming to her berth laden with cheering colored heroes of the 370th and 369th Regiments.—Screen Telegram.

TO FIRST RUN

No. 226. --- Straight from the Shoulder Talk by Carl Laemmle, President of the Universal Film Manufacturing Company. . .

THE ONLY REASON why you ought to book Jewel productions and Universal Special Attractions is because they will make money for you. They are money-making pictures.

If they were not good, they would not be money-makers.

If they fell short of what your audience requires, they would not be money-makers in the long run.

If they cost you all your profits, either in rental or presentation expense, they would not be money-makers.

A year ago you were star-mad. Six months ago you were star-mad. Today you are finding that your star craze is not getting you the big money that it once did. So you're beginning to look for pictures based on good stories, well directed, well acted, satisfying. You're getting down to business — and that's exactly the point where we come in.

Many of you have never run Jewels or Universal Special Attractions. You've heard from various sources that "The Universal has shown greater improvement in quality than any concern in the picture business during the past year," but you have not taken the

EXHIBITORS:

trouble to look into it. We have had to get along without you. The smaller theatres had to lead the way. The smaller theatres had to discover that Jewels and Universal Special Attractions made more NET PROFIT for them than anything they had ever used.

It is a common saying that "the theatres in the smaller towns take their cue from the bigger fellows." And while in some respects this may be true, I have found that you first-run fellows plodded along in your star-mad course until the smaller houses played the Christopher Columbus act and "discovered" that the Universal product has leaped ahead of all the others in quality of ENTERTAINMENT VALUE AND NET PROFITS TO THE EXHIBITORS.

Every week it grows harder and harder for you to make money by the mere exploitation of stars. You know it, but you haven't done anything about it. You have to spend more and more on advertising and presentation, because the magic charm of a star's name has gradually become weaker and weaker.

You want, AND YOU MUST HAVE, money-making pictures. To be money-makers for you, they must combine high quality, reliability and reasonable cost all in one. The remedy is right near you. Any Universal or Jewel exchange can supply it.

The talk of the trade right now is the amazing improvement in Jewels and Universal Special Attractions. Where there's smoke, there's bound to be fire. If you're getting cold feet because of SPENDING ALL YOUR PROFITS, come up to the fire and warm up a bit!

THE MOVING PICTURE WEEKLY

A MAGAZINE FOR MOTION PICTURE EXHIBITORS

Published Weekly by the MOVING PICTURE WEEKLY PUB. CO.
1600 BROADWAY, NEW YORK CITY

PAUL GULICK, *Editor* JOE BRANDT, *Bus. Mgr*

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Vol. 8. MARCH 1. 1919. No. 2

FIRST GOLD STAR IN LABORATORY FLAG.

WE have just learned with deep regret of the death in action of Corporal Oscar Cardenas, Company G, 328th Infantry, 82nd Division, A. E. F. The corporal was one of fifty or so men furnished by the Universal Laboratory at Fort Lee to the Armies of the United States. So far he is the only one who has been reported killed and he was killed in action during the final days of the conflict. His death was reported only last week.

David Murphy, manager of the laboratory, asked Louis P. Nebot, one of the employees who knew Cardenas best to give him some facts about their first gold star. The letter he received is so much to the point and so concisely states just those things that reflect the character of the fallen crusader that it is reproduced herewith in full:

Dear Mr. Murphy:

Agreeable to your request I give you herein some facts regarding Oscar Cardenas who was killed in France recently.

Mr. Cardenas, as you know, was employed in our title department. At the outbreak of the war between our country and Germany he was drafted, and although he could have claimed exemption both on the grounds of having dependents and of not being an American citizen, he cheerfully joined the American Army and was trained at Camp Gordon, Georgia. He went to France with Company "G" 328th Infantry, 82nd Division, and from the very beginning was in the thick of the fighting, the 82nd Division, as you doubtless are aware, having been in most of the major engagements that culminated in the brilliant action of the Argonne Forest.

Cardenas was made a corporal; was severely wounded and discharged from a hospital in France on Sept. 26th. He went back immediately to his Division and fell on the field of honor at Ardennes on the 8th of October, scarcely a fortnight having elapsed between his discharge from the hospital and his death.

You will readily appreciate the lofty ideals that guided Cardenas' actions and his eagerness to serve the cause of humanity from the following passage in one of his letters to me, which you will find attached hereto::

Corp. Oscar Cardenas.

"I feel happier every day for having taken part in this, the enterprise of all enterprises. Some days ago we were in a city of some fifteen thousand souls which had recently been evacuated by the Germans. I cannot begin to describe to you its awful condition. From the little children's toys to the wearing apparel of the women not a thing had been left untouched, and if I have to give my life in helping to avenge these outrages, my one regret will be that I have but one life to give."

On the back of the photograph that he gave me on the eve of his sailing he wrote, as you can see for yourself, "Keep this well for I know I shall die in France."

I do not know whether I am correctly informed or not but I believe that he was the only one from our plant to have made the Supreme Sacrifice, and naturally I take a certain sad pride in the fact that it was a countryman of mine who has supplied a Gold Star to our service flag.

If you desire, as you suggested, to convey to his people either your personal or the Company's condolence, or both, I shall be honored in doing so. They are keeping the news from his mother because they fear that at her advanced age (84), the shock might prove fatal, but his brother's address is Manual Cardenas, Manrique 26, Havana, Cuba.

LOUIS P. NEBOT.

SHOWED "RED GLOVE" TO N. Y. EXHIBITORS.

MANAGER SAMUEL ZIERLER of the "Big U" exchanges, New York was host to several hundred exhibitors at Loew's New York roof theatre Friday afternoon, February 21. The occasion was the showing of the first five episodes of "The Red Glove," the latest Universal serial featuring Marie Walcamp. Over two thousand personal invitations were sent out to exhibitors in New York City, Brooklyn, Newark, Jersey City and other cities near-by and as a result the big theatre was well filled when the first episode of the serial was flashed upon the screen.

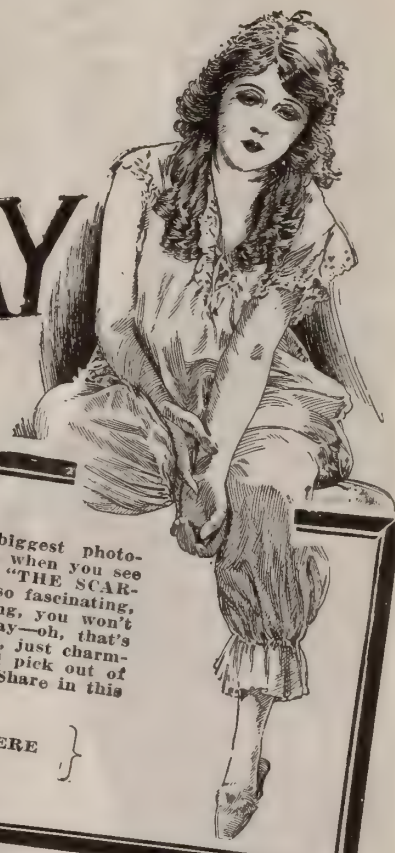
Simultaneously with the completion of the showing, Manager Zierler announced that the "Big U" exchange had begun a booking campaign on "The Red Glove" which was expected to reach record results within a short time. Manager Zierler has pointed out to exhibitors the big "teaser" billboard campaign on the new serial which has been carried out in New York and vicinity. A new "teaser" twenty-four sheet has been put on over four hundred stands within New York's limits every two weeks for the past two months and as a result an unusual amount of interest has been developed.

A complete plan book, outlining publicity and advertising campaigns on the new serial will be mailed to each exhibitor in the New York territory within a few days.

Use These Ads

Bewitching

MAE MURRAY



YOU'RE in for one of the biggest photo-dramatic treats of the season when you see bewitching MAE MURRY in "THE SCARLET SHADOW." Mae's so sweet, so fascinating, so alluring, so absolutely bewitching, you won't be able to resist her. And the play—oh, that's simply fine—so human, so appealing, just charming; exactly the kind of play you'd pick out of a dozen you might see advertised. Share in this big treat.

{ YOUR THEATRE NAME HERE }

T. C. No. 74, Mat 20c.

Bewitching

Mae Murray

In one of the finest Photo Dramas of her Career

"The Scarlet Shadow"

Did you see bewitching MAE MURRAY in "Modern Love," or "Danger, Go Slow?" Then you'll certainly love her in this daringly certainly love her in this dramatic photoplay—powerful and yet as clean and wholesome as you've ever seen on the screen.

{ *Theatre Name Here* }

T. C. No. 75c, Mat 20c.

Newspaper Ads for

Mae Murray

IN HER LATEST WINNER,

"The Scarlet Shadow"

Your nearest Universal Exchange will supply you with mats of these ads for 20c. Good showmanship says: "USE THEM," and get the maximum of results in the minimum of newspaper spaces. If you've reviewed this production at your exchange, we won't need to say any more than—boost to the limit. Here you have star, story and picture value extraordinary. A real box office winner.

Its a Universal Speciai Attraction

This is an actual Scene from the Drama
HIGHLY
S-E-N-S-A-T-I-O-N-A-L
The Photo Drama Unusual
Different-Extreme-Powerful
Play it as your one big Attraction in Months
"The CRAVING"
Done with a technique of Trick Photography that
your Audience will remember and talk about for Weeks
A Tremendous Repeater
Play it for a Run
RELEASED THRU ALL BLUEBIRD EXCHANGES

Song Inspired by "THE HEART OF HUMANITY"

DEDICATED TO THE STAR DOROTHY PHILLIPS.

A Soldier and a Sailor Collaborated in Composition of Beautiful Song.

INSPIRED by the big Jewel superdrama, "The Heart of Humanity," which they viewed at a special soldiers' and sailors' matinee in New York, Capt. Ray Perkins and Seaman Roy Turk have collaborated in the writing of a ballad recently published by Waterson, Berlin & Snyder, and dedicated to Miss Dorothy Phillips. To say the least, "Heart of Humanity," the song, is beautiful. The lyrics are forceful and the music deep and rich in theme. Its publishers are confident that the song will prove one of the most successful ballads of 1919 and they are co-operating with exhibitors in many ways.

"Heart of Humanity," the song, was first introduced during the sixth week of the showing of "The Heart of Humanity," the film, at the Broadway theatre, New York, and it proved such a splendid addition to the program that a special soloist was engaged for the remainder of the run of the big picture to sing just the "Heart of Humanity" ballad. In Chicago, Minneapolis, Newark, Montreal, at all of the Loew theatres in New York and Brooklyn, and in other cities, the ballad was sung by a special soloist. In certain theatres trios and quartettes have sung the ballad, and James C. Bradford, who arranged the musical score for "The Heart of Humanity," has incorporated the new ballad in the score.

Waterson, Berlin & Snyder have had several hundred attractive one-sheet lobby cards made, each calling attention to both song and film, and these are to be distributed to exhibitors through branch offices of the music publishing firm. Other special cards are being sent all over the country for use in display windows and thousands of copies of the title page of the song have been forwarded to leading stores and music dealers of the country for display purposes. All of the Woolworth five and ten cent stores are selling copies of the song and will be glad to co-operate with exhibitors showing the film by making displays of the song.

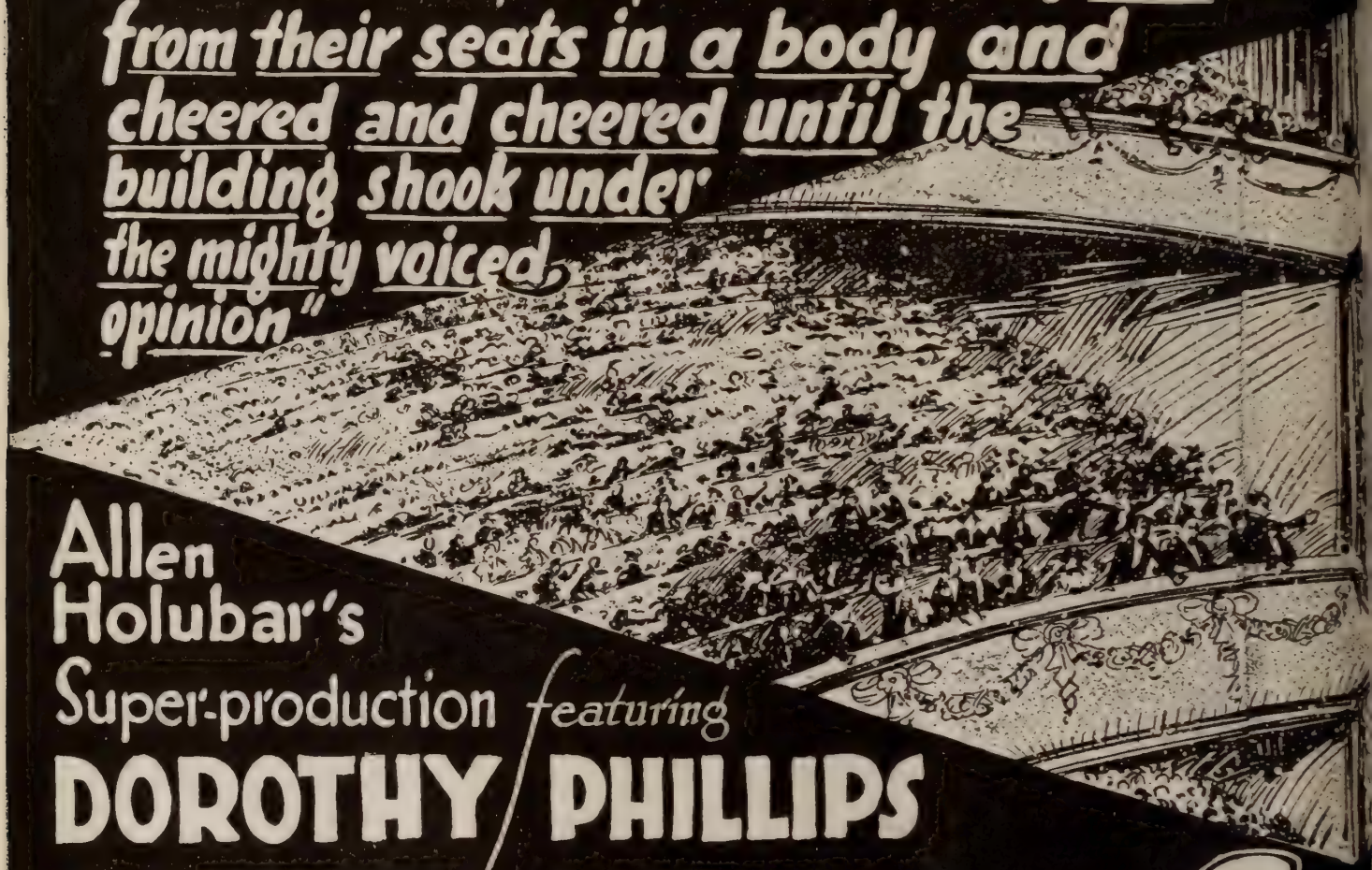
To further co-operate with exhibitors, especially those in the smaller cities, the music publishers are providing every Universal film exchange with several complete orchestrations of the song, "Heart of Humanity," and handsome colored slides bearing the words of the chorus and an attractive picture of Dorothy Phillips, which exhibitors can obtain upon request. Exhibitors in the smaller cities should be able to obtain some soloist to introduce the song in connection with the showing of the film from some local school or church choir. With the aid of the orchestrations and slides provided by the song publishers the small-town exhibitors could even develop community singing by having a singer render the verse and chorus once and, flashing the slide upon the screen, have the audience join with him in singing the chorus.

As a piano number "Heart of Humanity," the song, is beautiful, but, played by piano and violin, harp, 'cello or by pipe organ, or by pipe organ, 'cello, saxaphone, clarinet and violin, its beauty is greatly enhanced. If the exhibitor uses an individual singer and introduces the song with stage effects it has been found that the song is made more effective by its being sung on a dark stage or a stage with dark blue lighting. A spotlight or flood can be flashed on the singer at the completion of the song.

Representation of the cover of the song, which is in two colors.

It rocked Montreal to

"From the time it was first shot on the screen until the conclusion not a soul in the place took their eyes from the screen and not a person left their seats and when the finish of the picture came they rose from their seats in a body and cheered and cheered until the building shook under the mighty voiced opinion"



Allen Holubar's Super-production *featuring*

DOROTHY PHILLIPS

"The HEART of HUMANITY"

it's foundations!
—says Harry Pomeroy
Mgr. of the Holman
The Picture that will Live Forever
Released thru JEWEL Productions INC
1000 Broadway New York City

Canada Applauds "Th

WINNIPEG says:--

"From expressions of opinions heard, there is no doubt that it is the greatest offering that has been seen in the city. The photography is superb--the pathos carries one away--one becomes a participant and not a mere viewer of the picture"

-THE FREE PRESS EVENING BULLETIN

MONTREAL says:--

"The production is one that will be long remembered. It has a message. It is one of the best after-the-war photoplay productions yet produced. The battle scenes are stronger and far more stirring than any it has been our good fortune to see"

-THE STANDARD

"The Picture that will Live Forever" will be seen at some theatre by every one in your town who ever goes to moving pictures. You had better make that theatre your theatre and you had better reserve at once. "The Heart of Humanity" is the biggest thing in the business to-day.

RELEASED THRU JEWEL PRODUCTIONS, Inc.

e Heart of Humanity"

TORONTO says:--

"'The Heart of Humanity' can be called an all-Canadian picture--a tribute to the part that Canada played in the great war."

-THE TORONTO WORLD

"It is a stupendous production which commemorates the valorous deeds of Canadians in the cause of humanity."

-THE NEWS

"The first really big silent drama in which the characters and action are entirely Canadian."

-THE MAIL AND EMPIRE

"This film is a stirring one."

-TORONTO DAILY STAR

The only exhibitor who will fail to show "The Heart of Humanity" is the man who is petrifying from the head down, because there is more money and reputation for you in this tremendous production than in any other picture that has ever been produced. It is the "clean-up" picture of the decade.

RELEASED THRU JEWEL PRODUCTIONS, Inc.

-who is this man?
We can't tell you his name because he asked us not to tell—but—when he first watched the physical culture stunts in the DETROIT JOURNAL SCREEN MAGAZINE he weighed just 130 lbs. By practising what he saw on the screen he now weighs over 150 lbs. Here's just one instance of how valuable this new SCREEN MAGAZINE will be to you when you see it every week at your favorite theatre. And if your theatre isn't as yet showing the
DETROIT JOURNAL
Screen Magazine
THIS IS ONE OF A SERIES OF SAMPLE ADVERTISEMENTS.
—that have been specially prepared for newspapers now exploting the NEW SCREEN MAGAZINE. Exhibitors can secure copies of these ads and use them to tremendous advantage in newspaper advertising on the NEW SCREEN MAGAZINE that's now sweeping the country in bookings. It's brand new—novel—unique—and surpasses anything ever attempted in the screen magazine line. That's why Exhibitors are grabbing it everywhere. How about you? Communicate immediately for this winner with your NEAREST UNIVERSAL EXCHANGE.

Biggest Price Ever Paid at the Dayton

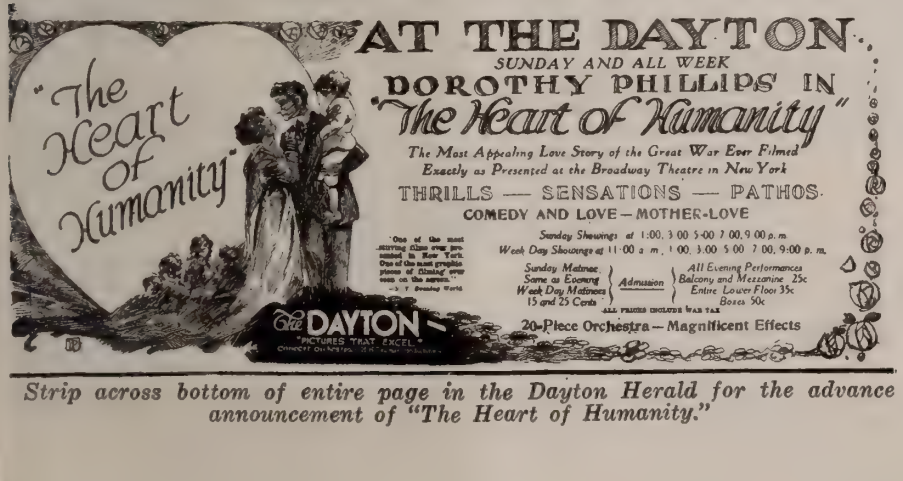
Directors' meeting had to be called by Mark Gates, managing director, before "The Heart of Humanity" was booked for a week at the famous Dayton Theatre.

MARK GATES, managing director of the Dayton Theatre, the pride of the city of Dayton, feels that it is necessary to give the people of Dayton the very best that is offered in the line of photoplays. When the constantly-growing reputation of "The Heart, of Humanity" smote Dayton Mr. Gates had already made up his mind to play it for a week at his theatre, but when he approached the officials of the Jewel Company with a view to booking it, he found that the price for a theatre of the standing and size of the Dayton was the highest ever asked in the state of Ohio. But that did not daunt Mr. Gates. Calling a special meeting of the board of directors, he put the matter before them and told them he felt it was necessary for the prestige of the theatre that "The Heart of Humanity" must be booked and that the price was a secondary consideration. There was no doubt whatever but that with consistent exploitation the picture would yield a handsome profit even at that figure. The illustration on the page shows Mr. Gates signing the record-breaking contract for "The Heart of Humanity," while two of the directors witness his signature.

Immediately the contract was signed, Mr. Gates and his efficient press bureau started to get busy with the advertising and publicity. Two weeks before the opening, Mr. Gates made his preliminary announcement, and on Sunday, a week prior to the opening date, he carried a big underline, increased in size, and as the week advanced the size of the underline increased until, on Friday and Saturday, it dominated the advertisement tremendously. Then, on Saturday and Sunday appeared the advertisements on this page. One of them—the upper one—showing a unique combination of current advertisement and huge underline, and the bottom one stretching across the entire page of all of the Dayton papers for the full Saturday and Sunday showing. The advertising is not only unique, but extremely effective and of larger space than the Dayton usually carried, although the Dayton always dominates the papers of the city, as its theatre does the theatre district. The showing opened on the 16th of February, and in the following issue of this magazine will be found a story dealing with the success of the showing and of the exploitation.

Mark Gates signing contract to run "The Heart of Humanity" at the Dayton Theatre, paying more for a week's run than ever paid in Ohio before.

Final underline in the Dayton papers far overshadowing the current attraction.


AT THE DAYTON
SUNDAY AND ALL WEEK
DOROTHY PHILLIPS IN
"The Heart of Humanity"
The Most Appealing Love Story of the Great War Ever Filmed
Exactly as Presented at the Broadway Theatre in New York
THRILLS — SENSATIONS — PATHOS
COMEDY AND LOVE—MOTHER-LOVE
Sunday Showings at 1:00, 3:00 5:00 7:00, 9:00 p. m.
Week Day Showings at 11:00 a. m., 1:00, 3:00, 5:00, 7:00, 9:00 p. m.
Sunday Matinee, Same as Evening
Week Day Matinee
15 and 25 Cents
Admission
All Evening Performances
Balcony and Mezzanine 25c
Entire Lower Floor 35c
Boxes 50c
ALL PRICES INCLUDE WAR TAX
20-Piece Orchestra—Magnificent Effects
The DAYTON
"PICTURES THAT EXCEL"

Strip across bottom of entire page in the Dayton Herald for the advance announcement of "The Heart of Humanity."

Largest Sign in New York

THE largest painted advertising sign in New York City, advertising "The Heart of Humanity," has been completed. The gigantic sign is painted on the north wall of the Mecca building, 1600 Broadway, and has been in the process of painting for over two weeks.

The sign is 74 by 122 feet and the words "The Heart of Humanity" are over 8 feet in height. The sign is in four bright colors, and white, and can be clearly seen for twenty blocks. The red heart in which Miss Phillips' portrait is centered is over forty feet in height. The sign is similar in design to that of the twenty-four sheet, used for advertising the big production with the exception that instead of a poppy field in the foreground, as the twenty-four sheet has, the sign is outlined at its base by a number of silhouetted hands.

Publicity for "THE WICKED DARLING"

ADVANCE STORY No. 1.

IF you saw "The Wildcat of Paris" you must see "The Wicked Darling," which will come to the..... theatre on ..... Priscilla Dean, the wonderful actress who played the title role of that other Universal Special Attraction, is the star of this latest one, and the role she has to play is just as interesting as the queen of the Paris Apaches, who becomes a Joan of Arc to save Paris. In "The Wicked Darling," Priscilla plays a girl who had about the same standing before the law in New York City as Collette had in Paris. Only lady thieves in New York do not resort to the knife and the "caress of death." They have to depend on their arts and their quickness.

But Mary Stevens had wit and nimbleness of brains, hands and feet. She was a most accomplished pickpocket, sneak-thief, purse-snatcher and shoplifter. Occasionally she had an accomplice, and when this was necessary it was usually Chuck Conners, a gunman of her acquaintance. But she was cold to his suggestion of a permanent arrangement. In fact, Mary was the last person in the world you would ever suspect of having a heart. But one night, with a man's pearl necklace in her pocket (and you can be sure she had no right to it), she learned that her heart was the strongest thing about her. And the first decree of love was that there was no room for a thief in this new existence she saw in her rosy imagination.

The hard road, the temptations, the snares of her former associations and the fear that he should find out that she had been a thief, form a story of fascinating human quality, told in a mighty human way by Tod Browning, who directed it.

The story was written by Evelyn Campbell, and the cast includes a wonderful trio of names: Lon Chaney, Spottiswood Aitken and Wellington Playter. There is also to be seen the old buffo-wrestler, Kalla Pasha, for the ever-present comedy relief.

Current Attraction No 1.

PRISCILLA DEAN, who is playing now at the.....Theatre in "The Wicked Darling," will next be seen in "Raggedy Ann," for that story by Charles W. Tyler, which appeared in Detective Stories, has been purchased by Universal and made into a photoplay by Harvey Gates. Tod Browning, who created "The Brazen Beauty" and "The Wicked Darling," will also direct Miss Dean in this new character drama. Its name will probably be changed for photoplay purposes.

ADVANCE STORY No. 2.

PRISCILLA DEAN, the fastest rising star in the photoplay firmament, is coming to ..... in another of her Universal Special Attractions. This one is called "The Wicked Darling," and will play the ..... theatre on ..... Anyone who has not enjoyed this star's vivid and versatile personality has not seen her. And anyone who has not seen her is to be pitied. But it is not too late. See "The Wicked Darling" and join the circle of Priscilla admirers. You will be the two million and oneth. The succession of "Kiss or Kill" and "The Wildcat of Paris" will be made into a wonderful trio by the addition of "The Wicked Darling." And there are more just as good to follow.

"The Wicked Darling" is the story of a girl who tried to beat back to the straight and narrow path because she, all of a sudden," had learned to love a man who trod that path unswervingly. He did not know she had been a thief, and above all, he did not know she had the pearl necklace she had stolen from his fiancee still in her possession. She was afraid to give it back, lest he find out about her. And then an old associate in crime told the man after all.

Well, that's all of the story you ought to know until you see it. Evelyn Campbell wrote the story and Tod Browning directed it. And see this: Lon Chaney, Spottiswood Aitken and Wellington Playter are all in the cast. 'Nuff said.

LOTS OF ACTION.

SAM POLO, brother of the famous Eddie Polo, star of "The Lure of the Circus" serial, and Harry DeMore and Pete Morrison—all Universal character actors, are bewailing the fact that cinema directors are habitually making screen fights "too realistic." Polo is nursing a near-mushroom ear, while DeMore has an aching cranium and Morrison a too-protuberant chin.

Polo was working with Wellington Playter in a scene in Priscilla Dean's "The Wicked Darling," which will be seen at the ..... theatre on ..... Director Tod Trowning was a stickler for "action and lots of fight." As Polo leaped for Playter's throat the latter gave him a back-handed pivot blow (now barred in the ring) which badly cut Polo's ear and deafened him for several days.

So, when, at Universal, the director bellows: "Action and lots of fight!" the players look anticipatingly at the medicine-chest and wonder if their luck charms are in good working order.

A REVIEW.

EVELYN CAMPBELL, whose propensity for writing moving picture stories seems unlimited, has contributed another chapter to her fast growing fame. The introducing title is "The Wicked Darling,' and it was shown last night at the ..... theatre for the first time in .....

In addition to an exceptionally interesting and logical story, Miss Campbell has the advantage in this instance of a remarkably interesting star and a production which is superb. Priscilla Dean is without doubt the most rapidly advancing star on the screen today. A few more films like "The Wicked Darling" will put her in the real top-notch class. In spite of the fact that she likes to dress most of her parts lavishly and sometimes over-lavishly, in "The Wicked Darling" she does not wear anything more pretentious than a simply tailored suit. But no one notices any deficiency in her or in her appearance. The role of Mary Stevens, the Moth, affords her ample opportunity for the cleverest kind of acting.

It requires top notch acting for a star to stand out amid such players as Lon Chaney, Spottiswood Aitken and Wellington Playter. But there is no doubt whatever who is the star of "The Wicked Darling."

DIDN'T WANT TO LOOK PRETTY CHARACTER DIDN'T CALL FOR IT

PRISCILLA DEAN is a tone-specialist of the cinema.

She has an almost uncanny sense for detecting "false notes" in a screen production and therefore her director, Tod Browning, always invites her to his "cutting soirees" when her feature films are being edited.

Browning was cutting "The Wicked Darling." Miss Dean was beside him, peering at the celluloid, her eyes, in this instance, the musician's "ears" for detection of cinematic "blue-notes."

Suddenly the dazzling Universal star let out an expression of protest, and called Browning's attention to a portion of film.

"Look!" she directed. "That close-up ought to be cut out."

"But why?" demurred the director. "That's one of the prettiest close-ups of us in the picture."

"That's the reason," said Miss Dean. "I don't want to just look pretty. My character of 'The Moth' has more significance than just prettiness. I think there should be a retake with a lot of 'pep'." And there was!

PRISCILLA DEAN
IN
The Wicked Darling
A UNIVERSAL SPECIAL ATTRACTION
THE STOLEN PEARLS

PRISCILLA DEAN

"Her sob-stuff would fade Sarah Bernhardt to a whisper"

"The WICKED DARLING"

A UNIVERSAL SPECIAL ATTRACTION

"It was a case of Honor among thieves"

"Her baby vamp smile used to make 'em delirious!"

DOROTHY PHILLIPS
in "The Talk of the Town"

MARY MAC LAREN
in "Creaking Stairs"

I find that the public have become exceedingly fond of that fine actor, Monroe Salisbury.

For this reason, we are going to give them Monroe Salisbury in the very best pictures that can be made today--namely;

UNIVERSAL
SPECIAL ATTRACTIONS

Book the first of these Salisbury pictures, "The Light of Victory" on my personal recommendation. Then keep your eye on Monroe Salisbury on the screen and in our announcements, for you will profit by so doing.

Carl Laemmle

Monroe Salisbury in "The Light of Victory"

UNIVERSAL SPECIAL ATTRACTIONS

UNIVERSAL FILM MFG. Co. 1600 Bway, N.Y. Carl Laemmle President

PUBLICITY
FOR
PRISCILLA DEAN
IN
"The Wicked Darling"

AT A GLANCE

FEATURE—"The Wicked Darling."
LENGTH—Five reels.
STAR—Priscilla Dean.
PREVIOUS HITS—"The Wildcat of Paris," "The Two Soul Woman," "Kiss or Kill," "She Hired a Husband."
BRAND—Universal Special Attraction.
STORY—By Evelyn Campbell.
SCENARIO—Waldemar Young.
PRODUCTION—By Tod Brown-
CLASS—Society and crook daring drama.
TIME—The present.
SUPPORT—Wellington Playter, Lon Chaney, Spottiswood Aitken, Gertrude Astor.
LOCATION — Beautifully appointed homes, boarding houses, beanery lunch room and interior of pawnshop.
THUMB-NAIL SYNOPSIS — The story of a crook lady who through the trust of one man gave up the paths of easy theft and fought her way back through the opposition of her associates to love and a new life with the one man.

ADVANCE STORY No. 3.

DON'T make any plans for..... night. Take the advice of Manager ..... of the ..... theatre, and go to see Priscilla Dean in "The Wicked Darling." It's a black-ice, bitter-sweet, sugar-vinegar, white-blackbird kind of title, and Priscilla is just that kind of a star. She is as full of contradictions as the title. The ever-new problem of understanding a woman is present in this feature with both feet, and poor Kent Mortimer was the most befuddled man in the world when he found that he was in love with a hash-house waitress and a thief at the same time and in the same person. And, mind you, this young man had been brought up in the lap of luxury and had asked one of those swell damsels to marry him.

But what he thought of Mary Stevens was no more strange and incomprehensible than what she thought of herself, when, with one look, she, who had scorned all the men of her world, fell head-over-heels in love with the mountain of social prominence just when he told her that he was flat broke. But Evelyn Campbell has woven a story that is a wonderfully intersting human document, and Tod Browning, who directed it, secured Lon Chaney.

Spottiswood Aitken and Wellington Playter too support Miss Dean. The combination will please any audience anywhere.

ADVERTISING PUNCHES.

1—The name and reputation and wonderful beauty of Priscilla Dean, the star.

2—The name, "The Wicked Darling," a box office title, if there ever was one. Play up the name.

3—A wonderful cast which includes Lon Chaney, Spottiswood Aitken, Wellington Playter and Gertrude Astor. A wonderful combination of talent.

4—A story by Evelyn Campbell, who has written many Dorothy Phillips' and Mae Murray's stories.

5—Directed by Tod Browning.

6—Contrast between the underworld of little Crookdom with its pawnbrokers, fences and gunmen, and the homes and people of the wealthy class. A cultured pet of society in love with a thief.

7—Terrific battles between Chaney and Playter.

8—Picturesque struggle of a girl-thief to win her way back to the straight and narrow for love of a man who hated thieves.

ADVANCE NOTES

PRISCILLA DEAN, while playing in "The Wicked Darling," a Universal Special Attraction, which comes to the ..... Theatre on ....., had to permit the villain to bite her finger in one of the scenes. Just at this time one of the side walls of the nearest set fell with a loud crash and the villain became one, for he actually bit the star's finger. The results of the crash and the bite were two nasty little cuts in Miss Dean's digit.

PRISCILLA DEAN has completed her newest Universal Special Attraction, "The Wicked Darling," directed by Tod Browning. She will start soon on "Raggedy Ann," an original story by Charles W. Tyler and which appeared in Detective Stories. "The Wicked Darling" will be seen at the ..... Theatre, where Miss Dean is always a welcome attraction, on .....

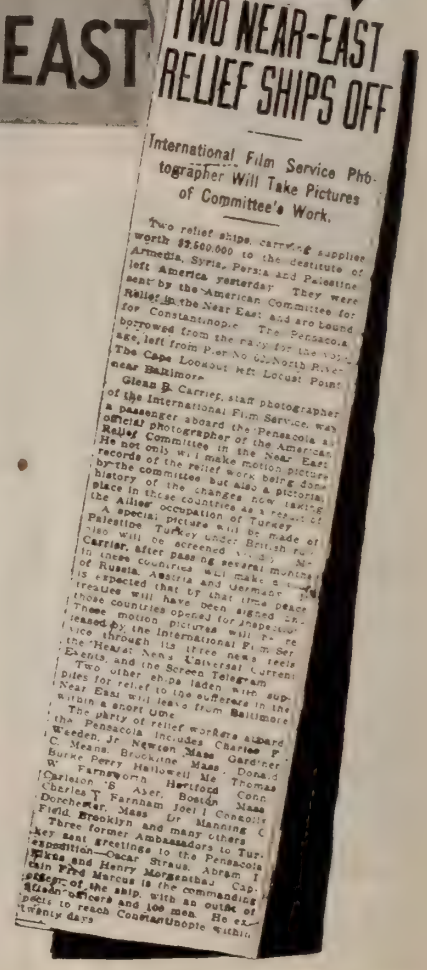
SOME time ago Monroe Salisbury was flattered by the invitation of a distinguished sculptor to pose as a typical American Indian, a part he had taken in several of his photoplays. Now Priscilla Dean is puffed up because the famous artist, Edward Scholl, asked to paint her portrait, and while she is resting after completing "The Wicked Darling" she is spending her mornings on the model's stand. In the meantime "The Wicked Darling" is going to make a visit to the ..... Theatre on .....

WELLINGTON PLAYER is Priscilla Dean's new leading man. He will first be seen in support of that star in "The Wicked Darling," which is booked for the ..... on ..... It was made under Tod Browning's direction at Universal City.

Advertising Catch Lines

He hated a thief; she had his necklace in her pocket.
A thief, but a thoroughbred.
A pearl stood between life and starvation.
A Rose from the gutter.
More precious than Pearls.
For love she forsook her ill-gotten jewels and went to work in a beanery.
Priscilla Dean's latest special attraction.
Star of "The Wildcat of Paris" in a new sensational feature.
To Chuck Connors she was only a clever moll! To Mortimer she was "Wonderful Mary."

Another HEARST NEWS "SCOOP"


TWO NEAR-EAST RELIEF SHIPS OFF

International Film Service Photographer Will Take Pictures of Committee's Work.

Two relief ships, carrying supplies worth $2,500,000 to the destitute of Armenia, Syria, Persia and Palestine, left America yesterday. They were sent by the American Committee for Relief in the Near East, and are bound for Constantinople. The Pensacola, borrowed from the navy for the voyage, left from Pier No. 6, North River, near Baltimore.

The Cape Lookout left Locust Point, Md.

Glenn B. Carrier, staff photographer of the International Film Service, was a passenger aboard the Pensacola as official photographer of the American Relief Committee in the Near East. He not only will make motion pictures records of the relief work being done by the committee but also a pictorial history of the changes now taking place in these countries as a result of the Allies' occupation of Turkey.

A special picture will be made of Palestine. Turkey under British rule also will be screened. [illegible] Carrier, after passing several months in these countries will make a visit of Russia. Austria and Germany. It is expected that by that time peace treaties will have been signed and those countries opened for inspection. Those motion pictures will be released by the International Film Service through its three news reels, the Hearst News, Universal Current Events, and the Screen Telegram.

Two other ships laden with supplies for relief to the sufferers in the Near East will leave from Baltimore within a short time.

The party of relief workers aboard the Pensacola includes Charles F. Weeden, Jr., Newton Mass.; Gardner C. Means, Brookline Mass.; Donald Burke, Perry Hallowell, Me.; Thomas W. Farnsworth, Hartford, Conn.; Carleton S. Aser, Boston, Mass.; Charles T. Farnham, Joel I. Connolly, Dorchester, Mass.; Dr. Manning C. Field, Brooklyn and many others.

Three former Ambassadors to Turkey sent greetings to the Pensacola expedition—Oscar Straus, Abram I. Elkus and Henry Morgenthau.

Capt. Fred Marcus is the commanding officer of the ship, with an outfit of fifteen officers and 100 men. He expects to reach Constantinople within twenty days.

A NOTHER Hearst News SCOOP that you can announce and show exclusively in your house. The big relief expedition to the near east, in which our entire nation is vitally interested. Yes—and this is but one of many scoops that are constantly being put across for the benefit of your house, when you book and boost—

HEARST NEWS
UNIVERSAL CURRENT EVENTS
SCREEN TELEGRAM

BIG accomplishments like this put your house to the fore as showing the latest and greatest news reel pictures. Enables you to advertise the big news FIRST. With the colossal organization of cameramen, news gatherers, and correspondents all over the world, the International News Service easily

DOMINATES THE ENTIRE FIELD OF NEWS REEL PICTURES

Best known—best advertised and of biggest box office power, the big three, Hearst News, Universal Current Events and Screen Telegram gives you the big advantage over your competitors. A complete THREE-A-WEEK news reel service that will keep your house packed when you show them. Now being shown in more theatres than any news reel in the entire history of news reel pictures. Contract now.

Book Thru Any Universal Exchange

Bryson Scores Tremendous Success at Shubert

Leading Minneapolis Theatre booked "The Heart of Humanity" and sold out solid for an entire week.

JAMES V. BRYSON, manager of the Universal Film Exchange of Minneapolis, has the reputation of being a super-hustler. When he got "Twenty Thousand Leagues Under the Sea" he burned up the entire Northwest territory in exploitation, and reaped a full harvest of bookings. When he realized the tremendous success which "The Heart of Humanity" had achieved in New York, he determined that this success could be fully duplicated in his own territory if he took the proper means to make known the nature and importance of this world-famous film. His first step was to acquire the Shubert Theatre, the most important, best equipped and most highly regarded theatre in Minneapolis. Do not imagine, gentle reader, for one moment, that the acquisition of the Shubert Theatre is an easy and inexpensive matter.

Grabbed a Theatre.

As soon as Bryson determined to get it, he went after it with characteristic speed and singleness of purpose. Grabbing a yellow taxi at a half hour after midnight, following the screening of "The Heart of Humanity," he dashed across the bridge, routed Manager Scott out of bed, put him into a good humor in five minutes and stuck with him until he had Scott's signature to a lease of the Shubert. That is how he secured the theatre. Next, he started to advertise "The Heart of Humanity," and boost it in the well-known Bryson manner.

The advertisement on this page is a two-column one, which appeared during the run of the film, which was sold out for an entire week in advance of the run—a feat never before achieved in Minneapolis, although it is one of the best show towns in the Middle West. One of the officials of the home office wired Bryson for a picture of the crowd standing in line in front of the box office, and Bryson wired back a typical Brysonian telegram as follows:

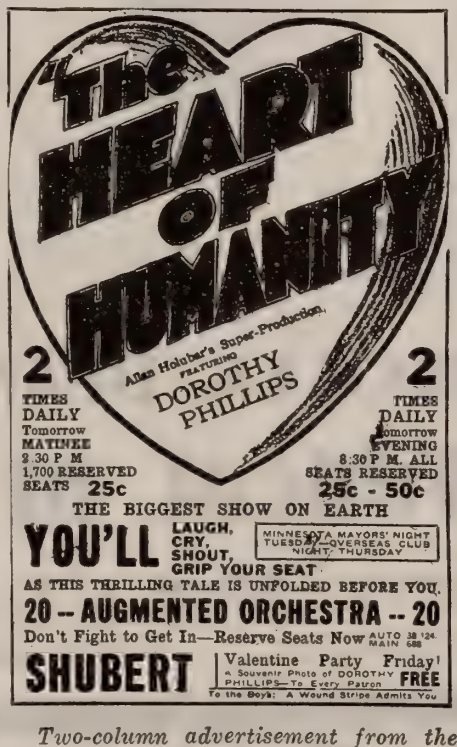
"Entire theatre sold out for a week. No line at box office window. Seat sale withdrawn. Greatest success in history of Minneapolis photoplay exhibition."

The success of the Shubert as a photoplay house was assured from the start, and when the run of "The Heart of Humanity" is over Mr. Bryson intends to bring to the theatre other big attractions, which he has not yet named.

"I intend to make the Sam S. Shubert Theatre, of Minneapolis," said Mr. Bryson, "the biggest big feature house in America. There has been a crying demand in Minneapolis for a theatre that can house big pictures that go begging for a run. There isn't an available theatre in the city that can house these big attractions. I mean that the downtown theatres in Minneapolis that run movies have set policies and are governed by set prices and it is impossible for first-class houses to make way to handle such productions. I have had my eye on the Sam S. Shubert Theatre for a long time, but it was not until 'The Heart of Humanity' arrived that I made up my mind that the Shubert had to be *mine*. It is needless to say that I lost no time in closing this deal. However, I don't expect to let up on my pounding, as manager of the Universal Exchange, Minneapolis, in the least. It is going to continue with increased vigor, however. I expect to assume the capacity of director of the Shubert and will surround myself with the best showmen money can hire. It has to be done to put the think over right, and I propose to do it.

"Minneapolis is considered one of the best show towns in America, and I am going to give the people of this town the big stuff. 'The Heart of Humanity' will get all the time it needs and after that I have several other big attractions ready. Owing to the fact that some previous promises have been made, I don't care to announce the next production at this minute, but it is forthcoming shortly.

"The Sam S. Shubert Theatre, as it stands to-day, is the most beautiful and well-equipped house for big movie attractions in America. Within the last few months over $25,000 has been spent in redecorating and re-equipping this theatre. The stage set alone is the most extravagant and expensive. The house is wonderfully equipped for projection. The orchestra has been enlarged, making it the largest orchestra that ever played for any picture in Minneapolis."


"The Heart of Humanity"
Allen Holubar's Super-Production
FEATURING
DOROTHY PHILLIPS
2 TIMES DAILY Tomorrow MATINEE 2:30 P M 1,700 RESERVED SEATS 25c
2 TIMES DAILY Tomorrow EVENING 8:30 P M. ALL SEATS RESERVED 25c - 50c
THE BIGGEST SHOW ON EARTH
YOU'LL LAUGH, CRY, SHOUT, GRIP YOUR SEAT
MINNESOTA MAYORS' NIGHT TUESDAY—OVERSEAS CLUB NIGHT, THURSDAY
AS THIS THRILLING TALE IS UNFOLDED BEFORE YOU.
20 -- AUGMENTED ORCHESTRA -- 20
Don't Fight to Get In—Reserve Seats Now AUTO 38 124 MAIN 688
SHUBERT
Valentine Party Friday! A Souvenir Photo of DOROTHY PHILLIPS—To Every Patron FREE
To the Boys: A Wound Stripe Admits You

Two-column advertisement from the News of Minneapolis.

A Profitable Plan.

One of the plans which Mr. Bryson originated and which met with great success was to have each night of the first week's run dedicated to a particular purpose.

As a fitting start, Mr. Bryson invited all the mayors of cities in his territory to a trade showing of the feature.

The mayors of all these cities, towns and villages in the state were summoned to Minneapolis by Mayor Meyers and Mayor L. C. Hodgson of St. Paul to discuss problems incident to the re-employment of returned soldiers. But Mr. Bryson sent them an invitation to attend the Shubert Theatre Tuesday night, which had been set aside as "Mayors' Night" by the theatre management.

Headquarters for the visiting mayors already had been opened in the West Hotel, where the conferences were to be held.

Other nights were "Soldiers' Night," "Sailors' Night," "Valentine Night," "Red Cross Night," etc.

CENSORSHIP COMMITTEE REPORTS FINE PROGRESS

Plans Made Which Will Enable Exhibitors to Help Fight the Common Menace.

PROGRESS of encouraging proportions is being made by the Censorship committee under direction of Gabriel Hess. In our next issue we expect to be able to outline the entire plan which will be followed to enable exhibitors to co-operate in heading off incipient legislation and educating the public to the danger of the censorship situation.

"YOUR picture," says Manager Wilchins of the Lubin, Cincinnati, "was a great draw for my theatre from the standpoint of production, continuity, development, title and lobby display. A few more like this and exhibitors should make enough money to cover the losses of the 'flu' closing."

THIS is the picture that did the enormous business of $3,500 in one week in a 283-seat house in Chicago—something unheard of in picture history. Book it now—PRISCILLA DEAN will sweep them off their feet—she's the new star of the day. See your nearest Universal Exchange today.

PRISCILLA DEAN in

"The Wildcat of Paris"

A UNIVERSAL SPECIAL ATTRACTION

UNIVERSAL FILM MFG. COMPANY, 1600 Broadway, Carl Laemmle, Pres.

"THE WILDCAT OF PARIS"

IN the Royal Theatre's bill of entertainment the chief portion, the scenic and exciting photo-spectacle, "The Wildcat of Paris," offers a rare combination of romance and history this week. Priscilla Dean has the role of a French underworld girl who makes the greatest sacrifice for love's sake. As Collette, the feminine Apache of Paris, Miss Dean has a character, if not exactly to her liking, still gives her ample chance for her wonderful mimetic powers before the all-seeing lens of the high-grade camera. That lens, too, has to more than peep into forbidden places in the Seine city—places that even hardy policemen, sure of their places for life on good behavior, don't especially care to get into. Underground Paris of today, which seems to be the ancient catacombs suddenly brought to life, is pictured in "The Wildcat of Paris" as never before. To give the proper realism Collette, first a gentle and then a terrible creature of this underworld, is the first to hear of the approach of the invader's hordes to within a few miles of Paris. She instinctively feels that if the westward trend of those armies is not checked, nothing can save the capital. So she gathers together an army aof the worst elements of Paris, the Apaches, a gang of thieves, cut-throats and all around malefactors of the toughest type, and, appealing to the remnants of their manhood, marches forth and saves her beloved city. The fight scenes here are fierce and very realistic.

(*From the St. Louis Republic.*)

A lobby display for the Rialto Theatre of Toronto, which carries out the spirit of "The Wildcat of Paris" in a thrilling manner.

Priscilla--Do You Call Her Impossible or Magnificent?

By ROB REEL

CONSIDER Priscilla.

Whether you regard her as a comer or a parvenue, as a genius or a barbarian, you will not dispute that Priscilla Dean is a whiz—that her very definite personality gets across.

Priscilla Dean isn't pretty. That fact alone proclaims her a paragon among the sweet young things of the celluloid. Her eyebrows are not mates. Her nose is crooked. But she is at all times fascinating and at most times beautiful—in a bizarre, strenuous way.

Priscilla Dean isn't a perfect lady. She hasn't a lady's taste in haberdashery and hair-dressing. She is a Katherine of the silversheet, a splendid shrew worthy the mettle of any Petruchio.

Now, Harvey Gates, who puts up underworld melodramas to order at Universal City, has compounded one for the promising Miss Dean, and called it "The Wildcat of Paris." It affords her opportunity to become a sort of Joan of the Apaches—to rally her skulking cohorts from their cellers and garrets to the defense of the French capital when, back in '14, the Hun was pounding at the gates.

Local color is splashed around in large splotches—a primitive love affair with an artist of the Quartier Latin, some savage dive scenes, analysis of the Apache garrote, or embrace of death.

Superlatives are odious, but unavoidable when discussing Priscilla. She's a superlative person and "The Wildcat of Paris," now playing at the Casino, exploits her superlativeness superlatively.

(*From the Chicago Evening American of January* 14.)

COVERS "FLU" LOSS

February 7th, 1919.
Universal Film Co., City.

Gentlemen:—Your picture, "The Wildcat of Paris," is a great draw for any theatre from the standpoint of production, continuity, development, title and lobby display. Our first day's business was a capacity and if we had had more favorable weather I know the picture would have justified a second week's run; but even in spite of the weather we did a very large business all week with this picture. A few more of this style picture and exhibitors should make enough money to cover the losses of the "flu" closing.

Truly yours,

M. WILCHINS,
Manager Lubin Theatre,
Cincinnati, O.

PRESS MATTER FOR EDITH ROBERTS in

"A TASTE OF LIFE"

ADVANCE NOTICE NO. 1.

THERE is food for thought and for the clothes-engrossed female of the species in "A Taste of Life," to be shown, with Edith Roberts in the leading role, at the ..... theatre on ..... May Emory, who will be seen as Mrs. Jonas W. Collamore, a "new woman," in Miss Roberts' support, provides the cogitational provender by her example in accepting Collamore's proffer of divorce that she may be "free as the bird on the wing." She has read a book on "higher evolution," or "mental elevation," or some such thing, and she immediately conceives for her sex a new sphere in life.

Miss Roberts herself wears a number of stunning costumes, chic and intriguing to the gentler sex. The ideas for the creations, by the way, were her own, though they were executed by a famous Gotham costumer. "A Taste of Life" moralizes in a happy, contrary fashion. It tells the story of a woman's love for cherries, of her being "stewed" by maraschinos, and of her narrow escape from discovery in a compromising position. She is the quarry of detectives, however, for she has left a clue, a peculiar hairpin. How she and her husband and another pair, in danger of estrangement, are saved from the divorce courts by happy circumstance is told in "A Taste of Life."

Jack Dillon directed this latest Bluebird.

ADVANCE NOTICE NO. 2.

THE finest of the masterpieces were tersely and concisely written without waste of characters or of verbiage. The De Maupassant short stories were composed of only a few characters, yet each one had his or her part to play—and played them well and graphically.

"A Taste of Life" brings the foregoing to mind. This Bluebird feature, which comes to the ..... theatre on ....., with Edith Roberts in the featured role, has but five major characters, but each is a comedy facet that enhances to the greatest scintillancy the star. And each, too, is a comedy asset of "purest ray serene." Director Jack Dillon has woven the performers into his continuity with great skill.

The story has to do with a modern Eve, who falls, not for an apple, but for maraschino cherries. She cannot resist them, and one day, having lunch with a prospective client for her husband, whom she wishes to hold against his return, she imbibed too freely of cocktails—and cherries. She is taken to a roadhouse to sober up, but her companion, poor hen-pecked fellow, who is trying to give his wife the divorce he thinks she wants, is pursued, and complications continue to pursue him and Kitty Dillingham (Edith Roberts), until they turn the tables on their hunters and make them the hunted.

ADVANCE NOTICE NO. 3.

A GLEAMING star in the comedy skies, who has made meteor-like progress in her art since even her latest previous release, will be viewed in all her glory in "A Taste of Life," the new Bluebird starring vehicle for Edith Roberts, which will receive its local premiere at the ..... theatre ..... Miss Roberts awoke even the critics to fulsome praise in "The Stolen Option," "The Deciding Kiss" and "Set Free," but "A Taste of Life" combines the qualities of the three with an entirely different element. Rarely has one the opportunity of seeing a five-reel comedy of the delicacy, the fragrant charm and the clever serio-comic continuity of "A Taste of Life."

Jack Dillon directed this super-comedy, which features Miss Roberts in the role of Kitty Dillingham, who, in her endeavor to secure her lawyer-husband a client, becomes "stewed" and involves herself in a network of farcical but withal serious complications and unconventional situations.

HARRY TODD, who started in screen life as a "hero" and later became a "heavy" or "villain," has turned his ripe talents to comedy, and in "A Taste of Life," Edith Roberts' latest Bluebird, which the ..... theatre will present ....., he reveals a remarkable comedy sense. Todd plays the prying detective, whose theories are always about a city block ahead of practice. He is a happy element in this exquisite funfest in which Miss Roberts has a scintillant part.

A REVIEW.

SOME plays "make" a star; others "establish" a star, and still others both make and establish an actor or actress. Certainly "A Taste of Life," the new Bluebird photoplay at the ..... theatre, serves both to bring Edith Roberts, its star, to the top rung of comedy impersonation and to establish her as an actress of unusual attainments and still more extraordinary promise. Of course, we all liked Miss Roberts in "Beans" and "The Deciding Kiss," and, going farther back than that, we remember her well as the bright spot in the Lyons-Moran comedies of a year ago, when she was in point of art as well as of years a child. She is now 17 and a polished screen performer. Miss Roberts' director, Jack Dillon, seems to have caught the spirit and potentialities of the petite actress, and he has exploited her talents to the supreme point. Likewise he has surrounded her with types of peculiar power to set off the light, daring and yet refined personality of the Bluebird star, and he has made his story so that her comedy genius has its broadest sway over the spectators. As Kitty Dillingham, Miss Roberts has indubitably done her best work, by far—a bit of characterization that will make us watch her next pitcures, if they are comedies of this sort, with eagerness.

Bluebird has done well in the matter of supporting cast. "Smiling Billy" Mason is Edith Roberts' leading man, with May Emory, George Hernandez and Harry Todd in important roles.

ADVERTISING PUNCHES.

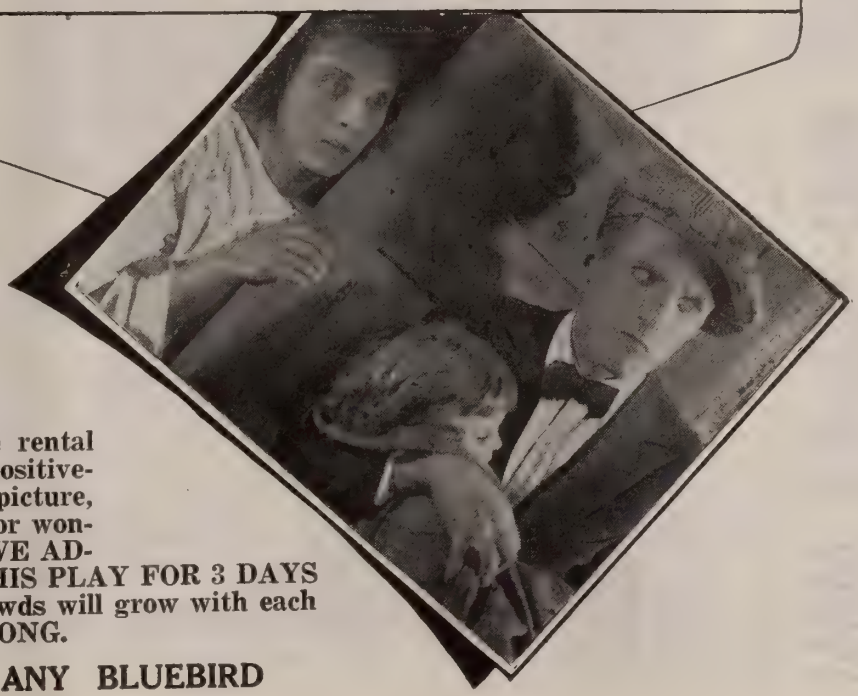
1—Put this story over on the basis that it is the cleanest, fastest comedy-drama in years.
2—Play up Edith Roberts as the best bet in the coming younger stars.
3—Emphasize the fact that "Smiling Billy" Mason of comedy fame has the leading masculine role.
4—Attract the wives by talking about husbands and their escapades, and attract husbands by talking about their wives' indiscretions.
5—Assure your audience that they are in for five reels of genuine fun, with complexing situations that terminate in a grand surprise climax.

One of the Biggest Scenes from

Fritzi Brunette's

Greatest Melodrama

"The Sealed Envelope"



NO melodramatic feature, irrespective of costly star or costly production, surpasses in any detail the big box office power of this Bluebird play, "THE SEALED ENVELOPE."

IF you paid triple the rental of this Bluebird you positively couldn't get a finer picture, nor with more suspense or wonderful dramatic action. WE ADVISE YOU TO BOOK THIS PLAY FOR 3 DAYS OR LONGER. Your crowds will grow with each showing. GO TO IT STRONG.

BOOK THRU ANY BLUEBIRD EXCHANGE

New Twenty-four Sheet for "The Red Glove"

New twenty-four-sheet for "THE RED GLOVE"

ONE of the principal reasons for postponing "The Red Glove" Serial to the present release date was to make it possible to publish new paper—particularly twenty-four-sheets—which carried actual scenes from the film story not contained in the first episode. The one finally selected out of a large number of exciting scenes was a remarkable scene showing Marie Walcamp, the heroine, on horseback, being dashed down between two steep columns of rock to apparent destruction below. It is an actual scene from the fourth episode of the serial and was taken by enlarging the film. No still photograph was possible in the circumstances.

The twenty-four-sheet is in striking colors; the orange tints of a vivid sunset adding a brilliant touch to the scene and furnishing the back-lighting, which gives the proper height and distance. Perspective is beautifully indicated in this thrilling stand. The colors are a black background, with white cut-out letters for the name of the star, and the name, "Red Glove," in brilliant red with a sharp outline around the letters.

The incident pictured is one of many which could be taken, and it necessitated quite a discussion before this one was chosen. It is the closing thrill of the fourth episode, when Marie Walcamp, the heroine, in a desperate attempt to escape from the hand of Vultures, attempts to jump her horse over a wide chasm in the outer wall of Hidden Valley. The horse jumps bravely, but misses his footing on the opposite bank, and horse and rider go crashing down. The episode ends with them still going down, and any audience which enjoys the thrill of waiting a week to see if she landed safely, which, of course, she did, will go wild over this feature of "The Red Glove." It is full of this kind of thing. Each episode has a suspense-ending that is bound to get the crowds crazy with interest.

"The Red Glove" is the finest Western serial yet produced by Universal.

"KISS or KILL"

At first it was the Title, and the fact that it was a Universal Special Attraction, that filled the house, but now, almost over-night, it's PRISCILLA DEAN that's doing it—for "KISS OR KILL" is the first really fine picture that has given this dazzling new diamond of the screen her great opportunity. Book "KISS OR KILL" without fail, and you'll see what started her on her triumphant career. Then show her two newest, "The Wildcat of Paris" and "The Wicked Darling," both advertised in this issue, and you'll have added a new money-making name to the attractions of your theatre.

UNIVERSAL SPECIAL ATTRACTION

Book thru your nearest Universal Exchange, or communicate with the UNIVERSAL FILM MFG. CO., Largest Film Mfg. Company in the Universe, Carl Laemmle, President, 1600 Broadway, New York.

PRISCILLA DEAN

What did this have to do with the question?
Who is this Woman?
Who is this man?
The Popular Star
EDITH ROBERTS
in her great Comedy of Mixups
"A Taste of Life"
PRECISELY WHAT YOUR PUBLIC WANTS.
—THE KIND OF A PLAY THAT WILL POPULARIZE YOUR HOUSE.
BOOK and BOOST IT.
RELEASED THRU ALL BLUEBIRD EXCHANGES

Press Sheet for "A Taste of Life"

AT A GLANCE.

FEATURE—"A Taste of Life."
BRAND—Bluebird.
CLASS—Comedy-drama.
LENGTH—Five reels.
STAR—Edith Roberts.
PREVIOUS SUCCESSES — "Beans," "Set Free," "The Love Swindle," "The Deciding Kiss," "Sue of the South."
DIRECTOR—Jack Dillon.
SUPPORTING CAST—"Smiling Billy" Mason, George Hernandez, May Emory, Harry Todd.
STORY by Paul West and Maximilian Foster.
SCENARIO by Fred Myton and Waldemar Young.
LOCALE—An office building; a Broadway cafe; a notorious roadhouse, and the fashionable residence section of a big city.
TIME—Now.
THUMB-NAIL THEME—Complications result from the intoxication of Kitty Dillingham when she goes to lunch with a potential "client" of her unsuccessful lawyer husband and becomes "stewed" by eating maraschino cherries, for which she has an inordinate fondness. That she may sober up, Collamore, the client, takes Kitty to a roadhouse, where they are pursued by detectives, Collamore's wife and Dillingham. Through the maze of complications the couples ultimately emerge happily by the intervention of a peculiar circumstance.

FOR THE HERALD.

WHEN Kitty Dillingham heard her husband's voice outside the bedroom door in the roadhouse and realized her predicament — and saw a strange man in her room!—she quickly sobered up.

Like a kaleidoscopic array the scenes of her entertaining this man in her lawyer husband's office, in the hope of detaining a possible client, and of going to lunch with him, and then becoming intoxicated with cocktails and maraschino cherries, and of the journey in a taxi to this abominable dropping-off place, flashed before her bewildered eyes. But one thing was imperative—escape. This —this man, why was he staring at her as if he enjoyed the situation? With his own wife battering down the door, too?

So Kitty jumped through the window to safety, but left one of her unique hairpins behind her. It was a clue for the detectives. How did she throw them off the track? And how did the man make it up with his wife for whom he was trying to get a divorce because she wanted to be "free as the bird on the wing"? And how did Dillingham finally win success in his legal profession? In short, how was the whole muddle straightened out? It's a most delicious explanation. See it with Edith Roberts as the piquant Kitty Dillingham and "Smiling Billy" Mason as the "Maryland Dillingham" at this theater this week.

ADVERTISING CATCH LINES.

Edith Roberts in a whimsical farce that will chase away the glooms.
Lawyers should never take pretty feminine clients seeking divorces to roadhouses. Their own wives might misunderstand.
More divorces are made in roadhouses than in Reno.
They agreed to disagree and then husband and wife discovered they really loved each other, when the spirit of jealousy was aroused
Eve fell because she ate an apple. This heroine fell because she devoured too many brandied cherries.
Cherries are ripe, but sometimes they are intoxicating. See what happened to Edith Roberts when she went on a fruit jag.
Circumstantial evidence damned her, but the loving little wife was only trying to build up her husband's waning law business.
See Edith Roberts in the best comedy drama in years. Sparkling like champagne, and action of the machine gun type.
Look not upon cherries when they are red, for they may be brandied.

THE STORY.

CAST.

Kitty Dillingham.....Edith Roberts
Horace Dillingham.....Billy Mason
Jonas Collamore.....George Hernandez
Mrs. Collamore.....May Emory
Detective.....Harry Todd

POOR Kitty Dillingham has a failing for cherries—at $2 the box—and Dillingham, in spite of being "one of the Maryland Dillinghams," was not a great success as a lawyer. To practice economy she discharges the hired girl and becomes Dillingham's steno. She cannot resist one ultimate extravagance, however, and she procures a set of unique hairpins.

Mrs. Jonas Collamore wants to be "free as the bird on the wing." Her hubby heroically consents to a subterfuge to secure her a divorce. He goes to the "Maryland Dillingham," lawyer, who has gone across the hall with Mrs. Collamore to a public steno pending Kitty's arrival. Kitty, to keep Collamore—whom she thinks to be a client—accepts his invitation to lunch, but at the cafe she becomes "stewed" with cocktail cherries.

Collamore and "the woman" are ordered from the cafe. He takes Kitty to a roadhouse to sober up. But Mrs. Collamore, as part of the ruse to get a divorce, has had her spouse shadowed by detectives, and when she hears that hubby has been at the San Souci with a "stewed chicken" she becomes really suspicious of Collamore's ingenuity. She, Dillingham and the plain-clothes men arrive at the roadhouse and Collamore, to make "evidence," locks himself in Kitty's room and takes off his coat and waistcoat. But on hearing the "Maryland Dillingham's" voice Kitty suddenly sobers up and begs Collamore to save her. She makes a hasty window exit by the aid of a trellis. Collamore is caught—and with him a peculiar hairpin, evidently the property of "the woman."

The search for the woman begins, and to get the bloodhounds off the track Kitty conceives a trap for Mrs. Collamore and Dillingham.

Collamore and Kitty surprise the lawyer and Mrs. Collamore in an unconventional situation and turn the tables on them.

THE gender feminine will find much to admire and cogitate over in "A Taste of Life," Bluebird's new release, starring Edith Roberts, which will be shown at the ..... theatre .....

SYNOPSES OF "O, ETHEL," "A RAGTIME ROMANCE," "THE KNOCKOUT," AND NEW SCREEN MAGAZINE, No. 2.

"O, Ethel."

Lyons-Moran Star Comedy.

LEAPING lightly from roof to roof, Eddie and Lee lead the pursuing officers an athletic chase. The observant eye will soon discover the fact that they have been up to mischief, gambling at the Tuxedo Club, and that the strong arm of the law is yearning to embrace them. The chase ends when the boys scuttle into the hold of a steamer in dock, where they fall exhaustedly into slumber.

It seems that Ethel is to wed Eddie on the morrow, but when her father reads the report of the gambling escapade in the paper he explosively vetoes the nuptials and immediately books passage in (of course) the same outgoing steamer where Eddie and Lee are peacefully at rest. When the boys wake up they are out at sea, and then things begin to happen.

The captain orders that the stowaways be set to work scrubbing the decks. From this humble point of vantage they discover Ethel and a solitary individual, who proves to be none other than—

But wait a minute. The Hawaiian performers have missed the boat while stopping to buy cocoanuts on the way to the pier, and what could be more logical than that Eddie and Lee should be pressed into ukelele hula-hula service as an antidote to deck-scrubbing.

Now, it seemed that Captain Yale, a desperate Hawaiian diamond thief, was aboard the ship with stolen gems. Strange as it may seem, judging by the usual sparcity of the Hawaiian costume, the gems were discovered lurking upon the person of Eddie. And "O Ethel," you see how it all came out.

"A Ragtime Romance."

L-Ko Two-reel Komedy.

(Copyright, 1919, L-KO Motion Picture Ko.)

COUNTESS CREAMPUFF of Denmark decides to come to America to study ragtime. As luck would have it, she put up at the Plunge Inn, where was a wondrous swimming pool, Ragtime Ralph, a musician Jitney Joe, an automobile valet, and Dainty Dolly Dipper, who was an artiste on the piano, and off.

Previous to her trip to America the Prime Minister of the Prune Industry had favored the Countess with many priceless gems, and as it was just like a Prime Minister to do such a thing, the Countess felt that she must wear the gems to America.

Swimming pool, ragtime music, with the splash of waves: Ralph and Joe, with eyes for jewels first, let mermaids fall where they may; a charming Countess charmed with synocating tunes, the sudden descent of Count Rott N. Creampuff, a sudden frigidity of the swimming pool—do you get it?

"The Knockout."

"THE LURE OF THE CIRCUS"

Episode No. 16.

CAST.

Eddie Somers	Eddie Polo
Alice Page	Eileen Sedgwick
Howard Mason	Fred Montague
Richard Van Norman	Duke R. Lee
Reynolds	Sydney Deane

EDDIE twists around in time to grab the axe from Mason's hand. Then Andy runs in and Mason and Van Norman feel that they have had all the fight they can stand. Andy tells Eddie that Alice has gone to the courthouse to secure a warrant for Mason's arrest, but when Eddie arrives at the courthouse he discovers that she has not been there.

Meanwhile we see Alice thrown from the wagon in which Mason placed her. She picks herself up and staggers to a small cabin near the road. A woman opens the door and Alice falls unconscious. She is carried inside.

On his way back from the courthouse Eddie sees a pugilist being thrown out because of drunkenness. He springs to the pugilist's defense and the promoter arranges for Eddie to meet the champion in his place. Though Eddie is struck on the head by a beer bottle thrown by one of the champion's friends he sticks to the fight and wins a purse of close to $10,000. He is followed by a bunch of crooks, who plan to rob him. They overtake him in the train yards, overpower him and, getting possession of the wallet of money, jump into an empty box car of a passing freight.

Meanwhile the sheriff starts from Glenwood with Mike, intending to take him to the jail at Pearl Harbor. Reynolds needs hospital attention and he and Dan take the same train. Eddie grabs the last car of the freight and, running over the top of the train, reaches the car in which the crooks are quarreling over the money. He swings through the door and after a terrific fight regains his money and jumps from the car just as the train starts over the Pearl River bridge.

Meanwhile Mike breaks from the sheriff and as the passenger train pulls over the bridge after the freight jumps through the window, landing in the river. He and Eddie meet on the shore and another fight takes place, in which Eddie finds the missing page from the register. Mike has stolen it, with the idea of selling it to either Mason or Eddie.

The freight pulls off on a siding to let the passenger train go by, and the crooks get off. The passenger train stops to let the sheriff off and we see him recapture Mike, who has thrown himself back in the river to escape Eddie. Eddie runs after the freight. The crooks see him coming and hide behind the train. When he reaches it, just as the freight pulls out, the crooks jump him again and rope him to the hand-rail of the last car. The freight gets under way and Eddie is dragged.

New Screen Magazine,

No. 2.

IF there is anything you want to know about, from goldfish to the Rubaiyat, all you have to do is to go and see the New Screen Magazine every week. It makes a business of collecting scintillating bits from every corner of the globe. Nothing escapes the vigilant New Screen Magazine eye. For instance, a little skit from "Babyland," surprising some of those "tikes" during a smile, a tear or one of the other big events of their day.

The kiddies will be surprised to find that the slate is not an instrument of torture invented by the teacher, but an interesting product that has a long, thrilling trip from the mine to the schoolroom. Isn't it funny when the littlest bootblack on the street knows every word of the slang of the "diamond", and the names of most of the players, that none of our Allies knew the great game of baseball and our boys in khaki had to teach it to them?

Some of the loveliest mermaids in "don't go near the water" bathing suits are brought right into the movie limelight—Gertie Vanderbilt and some of her little friends from "Listen Lester." A slant on job-picking viewed from the "six days shalt thou labor" standpoint. Do you mind giving us just a smile or two? Not the photographic kind, with the funny bird but a good, old side-rocker—the kind that William Jerome knows how to get. And to finis, a modest moment or two with the Whoozit Weekly.

2 REELS *Dashing-Daring* HELEN GIBSON *in* "RIDING WILD" 2 REELS

The Popularity of Two-Reelers

—is growing like wildfire. Exhibitors can see the light by the great popularity in the "come back" of two-reelers with the patrons. The Universal is again answering the demand and with greater success than ever. Book and boost every two-reel subject you can get. They will fill in on your program and put the punch in your show. See HELEN GIBSON in "RIDING WILD" and—

BOOK THRU ANY UNIVERSAL EXCHANGE.

SYNOPSES OF "THE FLIP OF A COIN," "A POOR PRUNE," AND SCREEN TELEGRAM, No. 7.

"The Flip of a Coin."

Two-reel Western.

CAST.

Bill Hartigan.....Pete Morrison
Doris Walton.....Charlotte Merriam
Bob Logan.....Will Jeffries
Sam Walton.....Harry Todd
Pete Morton.....Earle Page

BILL HARTIGAN was known as a "bad man." His favorite pastime was holding up stage coaches for the excitement of it. It was one of these hold-ups that brought Bill to the turning point, for Doris Walton, daughter of the hotelkeeper at Jawbone, happened to be a passenger. Her smile as she offered her valuables to the highwayman disarmed Bill for a moment. The horses ran away. Bill rescued Doris.

In Jawbone the talk of the town had long been the love affair between Doris and Bob Logan, the sheriff. When the hold-up was reported Logan recognized it as one of Bill's freaks, and knew it was useless to give chase. But Bill found the lure of Doris' eyes too much for him and a few days later made his way into Jawbone, determined to see her. Pete Morton and his band of rustlers, with the avowed intention of "getting" the sheriff, had ridden into Jawbone, and at the time of Bill's arrival had him cornered. Bill turns the tables on them, but is himself wounded. He is taken to the hotel by Logan, where Doris cares for him, and recognizes him as the bandit who saved her life. As the days pass Doris and Bill become fast friends. Bob is jealous, however. Bill soon realizes that Doris is too deeply in love with the sheriff to ever return the love which has sprung up in his heart for her. Pete Morton and his band abduct Doris.

A pitched battle takes place, in which the sheriff and his men are the victors, and Doris is returned to the town with her father.

Logan tells Bill that but one of them can return to claim Doris. They finally agree to toss a coin, and Bill takes a coin from his pocket and tosses it in the air. Logan wins. He returns with the message that Bill found it necessary to leave for another town. Bill rides away—he looks longingly back. He has brought happiness to the girl he loves. From his pocket he takes the coin which decided for him and Logan turning it over in his hand, he smiles as he looks at it, for both sides of it show heads. And with one last look toward the town he rides out across the hills, leaving behind him the paraphernalia of "Bill Hartigan, bad man."

"A Poor Prune."

Nestor Comedy, with Sammie Burns.

BILL BONES was a "poor prune, or, in other words, he was a farmer's boy. He was in love with the boss' daughter, but as he had no dough the farmer said "Nothing doing," and emphasized his words with his boot.

As on all farms, there was on this one, besides the cattle, a mortgage, and it had already been arranged that old Money Bags, who held this mortgage, would marry the daughter upon his surrender of same. Everything was fixed. They had Billy in jail, out of harm's way. They had the minister—

But wait. Here's where the plot thickens.

In the town there were two escaped convicts, on the heads of whom was a reward of $500. Billy knew this, and from the jail window he sees them. With great strength he breaks the iron bars and jumps out of the window, tracks them down and, after a great struggle, captures them. He gets the reward and dashes to his sweetheart's house just in time to stop the marriage, pays old Money Bags for the mortgage, throws him out of the house, marries the girl, and lives happy ever afterward.

Screen Telegram, No. 7.

Negro Veterans Back with War Decorations.—Colored troops of the 370th and 369th Infantry Regiments arrive at the metropolis after some of the severest fighting in France.—*New York City.*

Sub-Titles.—Capt. J. G. Warner, of Chicago, winner of the Croix de Guerre for extreme valor in action. Lieut. W. J. Warfield, Chicago, has the Croix de Guerre and the Distinguished Service Cross. Lieut.-Col. Otis B. Duncan, of the 370th Infantry, the highest ranking colored officer in the American army. He holds the Croix de Guerre for bravery in action. Capt. K. H. Smith, of the 370th Infantry, has the Croix de Guerre with a palm for capturing a town from a German regiment with only 300 of his own men.

Fire Threatens Heart of National Capital.—Stubborn blaze in the new Richmond Hotel, only one block from the White House, is overcome with difficulty.—*Washington, D. C.*

Heroes of Belleau Wood "Take the Cake."—Wounded "Devil Dogs" who "ate up" the Teutons have lost none of their skill, as is evidenced by their work upon a "sweet gift" from the women of the U. S. Marine League.—*Chicago, Ill.*

Sub-Title.—Capt. H. E. O'Dell, commandant of the hospital, tells the boys what Abraham Lincoln would say to them were the "Great Emancipator" present in the flesh.

Edison, 72 Denies He Is Growing Old.—Famous inventor celebrates his birthday by rushing madly for a train to take him on his first vacation since America entered the war.—*Newark, N. J.*

Test Seaplanes for Trans-Ocean Flight.—Huge British flying boats, of the type in which an effort will be made shortly to cross the Atlantic, are tried out for endurance and speed.—*Dover, England.*

Cattle-Men Beating the Food Shortage.—More than two million sheep have passed through Denver, Colo., during the present season, breaking all records, and thousands are being driven in from the great Colorado ranches.

Jack Dempsey Signs to Fight Willard.—Famous heavyweight poses with his manager, Jack Kearns, after attaching his signature to articles calling for world's championship battle.—*New York City.*

Sub-Title.—Left to right: Ike Dorgan, Jack Dempsey, Manager Jack Kearns and Tex Rickard, who promoted the championship bout.

Where the Yanks Stopped the Paris Drive.—First and exclusive pictures of the bridge over the Marne River where the Marines broke up Hindenburg's smashing advance on the French capital.

Sub-Titles. — German prisoners cleaning up the snow on the ground where their armies suffered crushing defeat at the hands of the Yanks. In Chateau Thierry, where the Americans achieved their first big victory. View of Chateau Thierry from the clock tower in the City Hall, where the Germans had posted machine guns in a vain effort to stop the conquering Yanks. The American cementery at Belleau Wood where lie the Marine Corps heroic dead—men who did not fear to die that Liberty might live! Sergeant Francis McDermott and Private William Rinebold, of the Army Ambulance Service, are decorated with the Distinguished Service Cross "somewhere in France." Officers of the Army Ambulance Service congratulate the two heroes who risked their lives to rescue wounded under barrage fire.

"YOUA WAN FINE MAN"

youa besta man wot could be—I lovva you—youa so good—so kind—you so noble—imitating the little wop girl with finer shading and a deeper understanding than any screen star before the public, you can make a small clean-up with

CARMEL MYERS

In Her Latest and Greatest Picture,

"Who Will Marry Me?"

Critics and exhibitors pronounce CARMEL MYERS finer in this picture than in "MY UNMARRIED WIFE," and that means something.

You recall what a sensation "My Unmarried Wife" created? Book "WHO WILL MARRY ME?" with the same result in view. Book and advertise it big. The star, story, direction and title will pack your house on a 2, 3, or 4 day run with crowds growing each day. Special newspaper ads, posters and other ad props all ready at your exchange.

BOOK THRU ANY BLUEBIRD EXCHANGE.

SYNOPSES OF "RAIDERS OF THE RANGE," CURRENT EVENTS, No. 7, AND HEARST NEWS, No. 7.

(*From Last Week's Program.*)

"Raiders of the Range."

Two-reel Western.

Starring J. Warren Kerrigan, with An All-Star Western Cast.

WHY such a feud existed between the cattle and the sheep men no one could tell. Jack Hastings, a young man of unknown family, hooked up with the Carroll cattle outfit at a time when the feud had reached its height. Jack knew little about his people except that his mother had deserted his father twenty years ago, and now she was in a hospital and had asked him for $200. Jack naturally loved cattle and hated sheep, but the only way he could think of to get the money was to apply for the one job that was open, which was the general manager of the sheep interests, which carried a compensation of $400 with it. It meant breaking with Anita Carroll, ward of Big Geoff Allbright, and it meant that he would be universally despised in the camps of the cattlemen.

But he took this chance and sent his mother the money. Feeling against him ran high. Allbright finally determined to rid the country of this young nuisance, who was rapidly putting the sheep interests on their feet again. A night for the raid was set. Everything went like clockwork. Sharp on the stroke of seven the posse rode up to the cabin where Jack made his home. Half an hour before, however, a buggy with a sad-faced old lady had preceded them, and when Geoff Allbright kicked in the door of the cabin he came face to face with the startled woman, who held the object of the posse's search in her arms.

"Madeline!" exclaimed the cattleman in tones of wonder and unbelief. It was his wife, returned from the past.

"What is this man to you?" he continued.

"Your man is my boy, and yours," said the woman, facing her husband.

No solution of the sheep and cattle feud could have been more simple than this. It stopped right there.

Current Events, No. 7.

Mighty Leviathan Returns with Troops.—Like a great floating city, her decks lined with khaki, the former German liner "Vaterland" steams into New York Harbor with her precious cargo.—*New York City.*

Sub-Titles.—The target the Germans aimed for many times—and missed! Boys of the 163d Infantry, many of them from Washington, D. C., land from the Leviathan with their heroic wounded.

America's First General Strike.—Stirring scenes from Seattle during the great labor tie-up, showing police and soldiers distributing newspapers announcing the arrival of U. S. Troops.—*Seattle, Wash.*

Sub-Titles. — While all grocery stores are closed, strikers are supplied with foodstuffs from station operated by the union. Union labor members are fed at soup kitchens opened by strike committee, all other restaurants being closed. Loaves of bread, the only loaves baked for public distribution, piled up for the families of the strikers. Men who aided in suppressing the disorderly element. Left to right: Chief of Police J. F. Warren, Lieut. R. M. Nero, Capt. J. P. Hunt and Lieut. D. Noonan.

Giant Channel Ferry Tricked the Germans!—British censorship reveals for the first time how great flat boat, specially built, transported entire railroad trains from England to France. —*Rochborough, England.*

Sub-Title.—Ready to be loaded to do its "bit."

Launch Seaplane for Trans-Atlantic Flight.—Monster flying boat "Sunrise," in which Capt. Hugo Sundstedt hopes to make first aerial trip to Europe, is made ready for the great test.—*Bayonne, N. J.*

Sub-Titles. — Capt. Sundstedt enters the cozy enclosed cabin. Miss Emma Steinway christens the "Sunrise."

Swamped with Honors, Negro Heroes Return (Not in Coast Edition).—Colonel William D. Hayward and his hard-fighting colored troops, composing the 369th Infantry, formerly the 15th New York National Guards, arrive aboard the transport Stockholm.—*New York City.*

Sub-Titles. — Heroes, every one! Each wears his Croix de Guerre. Colonel William D. Hayward, who personally led his troops into action, wearing the French decoration.

British Guardsmen Receive Colors. —Queen Alexandria, Princess Victoria, and Prince Olan, of Norway, present standard to Honorary Escort to be carried to troops occupying German city of Cologne.—*London, England.*

Sub-Titles.—General Fielding inspects the Color's Escort of the Guards. Off for the Rhine!

Custer's Troop Still a Fighting Outfit.—The Seventh Cavalry, once commanded by the famous old Indian fighter, now on duty along the Mexican border, passes in review led by Colonel S. R. H. Tompkins.—*El Paso, Texas.*

Sub-Titles.—Colonel S. R. H. Tompkins at the head of his "Fighting Seventh." The famous "Custer Charge."

Cartoon by Hy. Mayer.—*"Give the Boys Back their Jobs."*

Hearst News, No. 7.

Salt Lake Boys in March to Victory (Omitted from Coast and Boston Prints).—Enthusiastic thousands welcome home lads of the 145th Field Artillery.—*Salt Lake City, Utah.*

Sub-Titles.—A strange face in the family. While hubby was dropping shells on the Germans, the stork dropped something in the home he left behind him. Colonel William C. Webb, commanding officer of the regiment, bids farewell to his staff.

Many Injured in Wooden Car Crash (Not in Coast Edition).—Flimsy coaches are reduced to splinters when elevated railroad trains collide.—*New York City.*

Sub-Title.—Pulling apart the telescoped cars.

Making Salt-Sea Tars of Dry-Land Sailors.—Capt. P. H. Harrison put into operation novel device, of his own invention, for teaching land-lubbers how to row.—*Wissahickon Barracks, Cape May, N. J.*

Colorado Cares for Last of Buffaloes.—Driven by the extreme cold to the lower levels of the Rocky Mountains, the few remaining herds of the rapidly-vanishing American bison are fed by the city of Denver.

Taft and Baker Urge League of Nations.—Ex-President William Howard Taft and Secretary of War Baker tour country to impress upon the publice the necessity of supporting the President on this vital issue.—*Boston, Mass.*

Sub-Title. — Secretary of War Baker.

President Wilson Sees Evidence of Teuton Vandalism.—Chateau Thierry, France.

Strikers Tie Up Big Textile Mills. —Workers parade streets with cards demanding a 48-hour week with 54-hours' pay.—*Lawrence, Mass.*

Sub-Titles.—Tina Cacici, one of the women leaders of the strikers. Open-air mass-meetings draw thousands, who cheer loudly the demands of their leaders for less work and more pay.

Cartoon.—Tad's "Indoor Sports."

PAT SULLIVAN'S CARTOON MASTERPIECES-

"HOW CHARLIE CAPTURED THE KAISER"

Put the "ZIP" into your show --- send your audiences, glad, happy-Boosting -- These two cartoons will do it.
Book and Advertise them

"OVER THE RHINE WITH CHARLIE"

YOU can get ready prepared newspaper ads, special posters, lobby displays etc., etc., for both these cartoons. These ads will put these two cartoons over for you to the delight of your patrons and profits to you. They'll brighten up any show. They put the "kick" into your program.

Book thru your nearest Universal Exchange

Exhibitors wrote

THE SERIAL THAT I SWEEPING THE COUNTR

THE BIGGEST WIN- ER IN YEARS

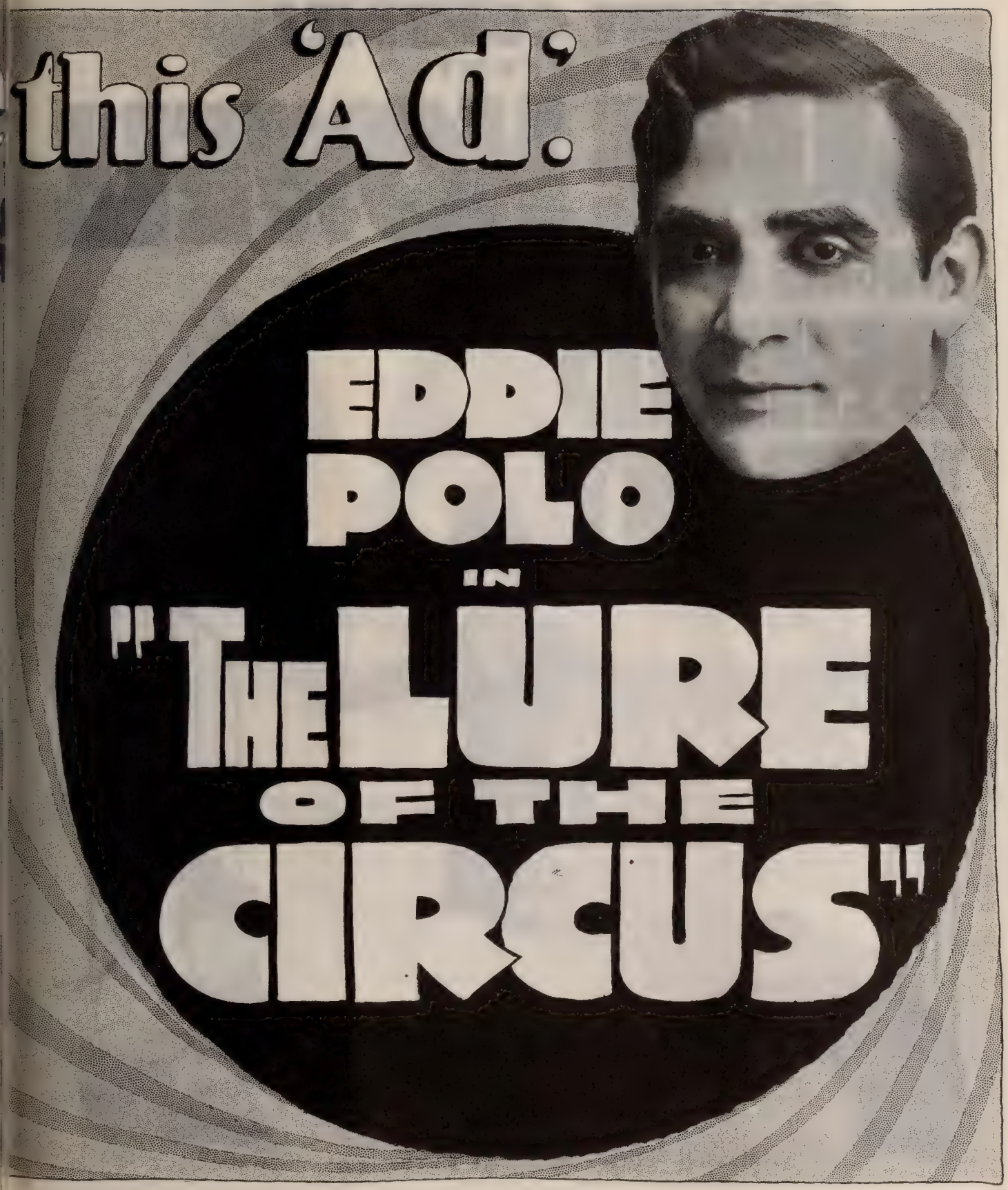
You might be pleased to learn that "The Lure of the Circus" busted any and everything that I ever offered at the Cherokee. I pulled down $170 in receipts on the first episode at a matinee showing, with the prices five and ten cents. Don't you think that's going some? Take it from me, you've got a bigger serial in "The Lure of the Circus" than you have any idea of. One thing I like about it is that it keeps up the big and thrilling punches with every succeeding episode.

FRED WERENBERG,
Manager Cherokee Theatre,
St. Louis.

I am sending you herewith the receipts of the Rosebud Theatre. Opened the house December 7th; Saturday, $35.83; December 14th, $49.97; December 21st, $52.52. Started "The Lure of the Circus" December 28th and receipts increased to $77.67; January 4th, $74.42; January 11th, $86.68; January 18th, $72; January 25th, $84.50. These receipts are remarkable for this size house. Broke all serial records.

M. WYATT,
Rosebud Theatre,
Los Angeles.

VIEW THIS SERIAL AT YOUR EXCHANGE AND SEE FOR YOURSELF.


this 'Ad.'
EDDIE
POLO
IN
"THE LURE
OF THE
CIRCUS"

CENTURY COMEDIES

PRESENT

ALICE HOWELL

& HUGHIE MACK IN

"BEHIND THE FRONT"

IT'S A SCREAM

Released Thru Universal Exchanges

Wid's DAILY SAYS:—

of MONROE SALISBURY in

"The Millionaire Pirate"

"It strikes me that this has entertainment value which pictures of a more pretentious nature frequently lack. It should appeal to those who are partial to extravagant romance, also to a lesser degree to folks that like to talk about reincarnation.

It might be well to play on this angle in your use of catchlines apt to excite curiosity. For instance, "Do you ever have the feeling that you are doing again, something which you did years ago? Perhaps there's a mysterious force governing your actions as it does those of Monroe Salisbury in "The Millionaire Pirate."

The star gives an exceedingly able performance in this, and in view of what he has done in the past, I thing he should have an appreciable drawing power.

Call attention to Rupert Julian as the director of this production, mentioning that he was the producer of "The Kaiser, the Beast of Berlin." Also use some pictures of Ruth Clifford, who has considerable personal charm and appears to advantage in this film."

RELEASED THRU ALL BLUEBIRD EXCHANGES

Not since the night forty-five years ago when "The Two Orphans" was produced in the old Union Square Theatre, has a story of such poignancy and depth of heart interest been given to the public"

MOVING PICTURE WORLD

"The HEART of HUMANITY"

The Picture That Will Live Forever

Allen Holubar's Super—production

starring

DOROTHY PHILLIPS

Released through JEWEL PRODUCTIONS (INC.)

THE
MOVING PICTURE WEEKLY

VOL. 8 _ NO. 3 MARCH 8TH 1919

Bewitching
CARMEL MYERS
in her most novel Production
"The Little White Savage"
Again bewitching Carmel Myers scores a hit. Go see this latest release at your nearest Bluebird Exchange.
A play with a wallop. Entertertaining to the highest degree. The kind of a play that adds class to your house.

Last night I read a book. It was written over 50 years ago. But I had never read it before. Therefore it was just as interesting to me as though it had been written this morning.

Last year the Bluebird released 52 feature pictures. All but about six of them were simply great. But hardly any of them (you may discover) were ever shown in your neighborhood. Therefore they will be just as entertaining to your patrons as though they were just released to-day.

In the name of Profits, why don't you book enough of these already issued Bluebirds to give you one or two every week for six months or a year to come?

While other exhibitors are frantically trying to book every new release just because it is newly released and not necessarily because it is good, why don't you make a collection of GOOD pictures and make some real profits?

Talk it over with a Bluebird salesman and see what he can offer you that has not been shown in your neighborhood.

The Acid Test

No. 227. --- Straight from the Shoulder Talk by Carl Laemmle, President of the Universal Film Manufacturing Company . .

A POOR picture can be put over with elaborate presentation, but it dies the death when it has to stand on its own merits without the artful aid of exquisite music, beautiful stage settings, softly toned lighting effects and the other tricks of the trade.

A good picture is one that will make a hit without all these things—and the only acid test of any picture is whether it will please the people with its story, its acting, its direction and its settings without expensive presentation to save it.

Universal Special Attractions have been standing that acid test, for it is only recently that we have managed to get them into theatres which are in the habit of spending big sums of money on presentation. In the meantime, they have had to make good on their merits as entertainment. In many instances they were presented under the worst possible conditions, BUT THEY MADE GOOD WITH A BANG. And only when it became noised about that "the Universal has shown a greater improvement in quality during the past year than any concern in the picture business" did the managers of the bigger houses realize what they were missing.

I don't mean for a minute that proper presentation should not be given to pictures. If you can afford to spend the money to get a symphony orchestra, and to build special stage effects, and to en-

gage high-priced stars to sing in order to CREATE A GOOD ATMOSPHERE FOR YOUR PICTURE, it is great showmanship.

BUT HOW MANY OF YOU CAN AFFORD IT? And, to those of you who are spending vast sums for pictures, PLUS big sums for presentation and "atmosphere," I put the question point-blank: "Are you getting away with it as well as you think you are, or are you eating up your profits in order to save some of the poorly made pictures you are booking?"

Do you believe in Wid?

If you do, if you follow his advice, glance at his reviews on some our our Universal Special Attractions. If you have not used these pictures, they are as good for you as the day they came "out of the can." Why continue to guess about quality when you can get GUARANTEED SUCCESSES like the following pictures which have stood the acid test:

Wid said that "Modern Love" (featuring Mae Murray) is "a classy production."

Wid said "The Mounted Men" (featuring Harry Carey) "registers convincingly because it is human.'

Wid said 'The Talk of the Town" (Featuring Dorothy Phillips) is "just the kind of production that will make barrels of money for exhibitors."

Wid said that "Vanity Pool" (featuring Mary MacLaren) is "good enough to justify your reaching for it."

Wid said that "Hell Bent" (featuring Harry Carey) is "a safe bet."

Wid said that "The Mortgaged Wife" (featuring Dorothy Phillips) has "a capable cast and intelligent handling."

Wid said that "Danger, Go Slow" (featuring Mae Murray) justifies you in playing it.

"HOW CHARLIE CAPTURED THE KAISER"

THE MAN WHO WON'T LAUGH HIS HEAD OFF AT THIS DERN FOOL CARTOON BY PAT SULLIVAN OUGHT TO SEE A DOCTOR RIGHT AWAY. IT MADE SUCH A HIT THAT PAT TOOK HIS PEN AND WENT

"Over the Rhine with Charlie"

Here he got a lot of inside stuff on what Charlie did to the German army that was never reported by George Creel at all, and if your people don't split in a fit we'll stop making pictures. Book them both today.

Book thru your nearest Universal Exchange, or communicate with the Universal Film Mfg. Co., Largest Film Mfg. Co. in the Universe, Carl Laemmle, Pres., 1600 B'way, New York.

An Open Letter to

MR. JOHN H. KUNSKY

DETROIT

MY DEAR KUNSKY:—

You read so many statements about "breaking all former box office records"—"never such crowds," etc., etc., that perhaps you may be a trifle calloused on this subject—but—we want to put before you just one fact before you refuse to read any more moving picture advertising man's high pressure copy, along this line.

The "broken records" never reveal the cost to the Exhibitor of the feature that broke the record. It's fine to have a play draw capacity, but it's a horse of a different color when all the money the Exhibitor takes in goes out for rentals.

True, lots of high-priced stars in high-priced stories draw. They've got to—not occasionally, but continuously, or where does the Exhibitor get off?

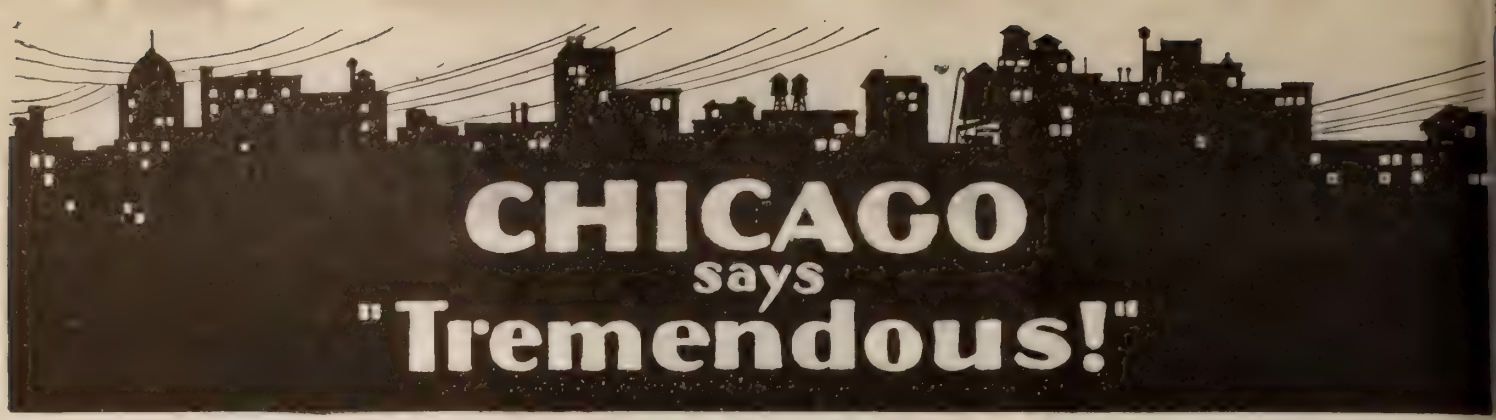
The trick is to get the high class play and the high class star at a price that allows the Exhibitor to make real money. That's the point we wish to drive home.

All Universal Special Attractions stand or fall on their own merits. When any Exhibitor can book a Special Attraction, such as Priscilla Dean in "The Wildcat of Paris," that stopped the traffic in St. Louis—Dorothy Phillips in "The Talk of the Town," that's now the talk of the Exhibitors all over the country—Harry Carey in "Roped"—Mae Murray in "Danger, Go Slow," and others that "play capacity" and break existing house records, it's high time exhibitors played these pictures that get the crowds and that can be booked right.

How wonderfully Priscilla Dean in "The Wildcat of Paris" would go over in your beautiful Washington or Madison Theatre with your music, stage settings and your clever advertising. How wonderfully any Special Attraction would go over! Will you as a favor to me review these latest Special Attractions at our Exchange in your city and give your personal opinion on them.

Cordially yours,

Carl Laemmle



"'The Heart of Humanity' is a remarkable achievement. Dorothy Phillips makes you gasp!"—CHICAGO DAILY NEWS.

"It's great—this wonderful production of humanity and the war. Few pictures have equalled it. Here's your opportunity to strike while the iron is hot. Thrills, heart throbs, tears, smiles; all these emotions are given expression in this, the very best of the best. Book it—advertise it—and if you have never paid any attention to putting on your pictures, do so now and watch the money roll in."—SCREEN OPINIONS.

"The battle scenes are marvels of realism. 'The Heart of Humanity' is a feature no one should deprive themselves of seeing."—CHICAGO DAILY JOURNAL.

"It shivers you through with thrilling sympathy."—CHICAGO HERALD.

"A great picture, big in spectacular features and sincere in its human appeal—a picture you will not want to miss."—CHICAGO EVENING POST.

"'The Heart of Humanity' is the peer of 'The Birth of a Nation'."—CHICAGO EVENING AMERICAN.

NOW READ THIS TELEGRAM!

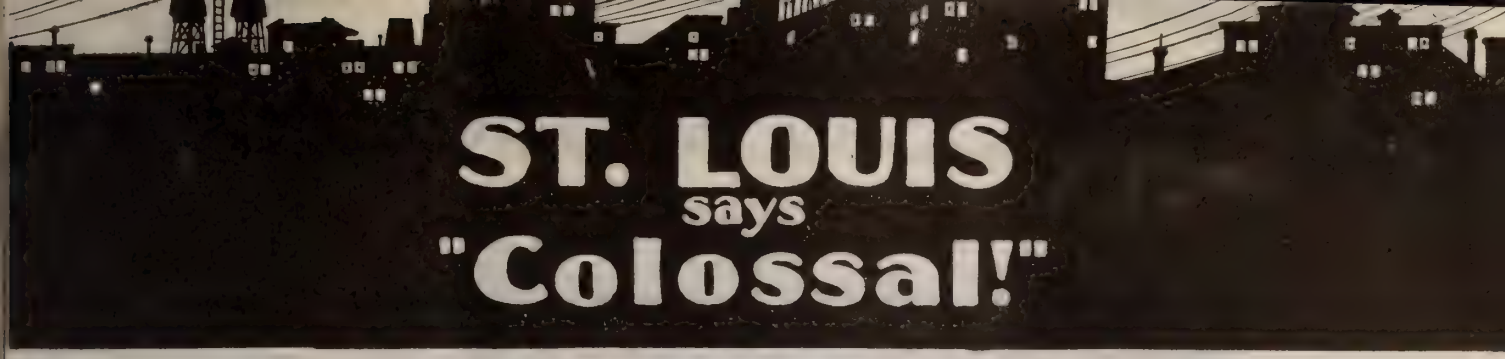
"The Heart of Humanity" breaking all records at Woodlawn Theatre. Were unable to accommodate crowds yesterday. At ten-thirty p. m. eight hundred people were waiting in the lobby. . .

A. KARSAS,
Woodlawn Theatre, Chicago.

Dorothy Phillips in Allen

The HEART OF

The Picture that will live forever



ST. LOUIS says "Colossal!"

"A colossal drama—a romance of strength and courage, of hopes deferred, of sacrifices cheerfully endured in the name of humanity. Dorothy Phillips was superb."—ST. LOUIS REPUBLIC.

"The picture equals anything seen here in many respects and liberally exceeds in others. No better cast has ever been seen here."—ST. LOUIS GLOBE DEMOCRAT.

"Dorothy Phillips proved herself an emotional actress of exceptional power."—ST. LOUIS STAR.

"A fascinating story, the moral of which is destined to remain in the minds of all who see the play."—ST. LOUIS TIMES.

"Once in a while there flashes on the screen a story so transcending that the millions of feet that have gone before seem wasteful. Such is 'The Heart of Humanity'."—ST. LOUIS POST DESPATCH.

A WEEK LATER THE ST. LOUIS STAR SAID:

"The Heart of Humanity" continues the sensation in St. Louis. With perhaps a lone exception, this masterful, gripping production is playing to larger crowds than any picture ever shown in this city."

Holubar's Superproduction:

HUMANITY"

Released thru Jewel Productions Inc.

America's Foremost

"DOROTHY PHILLIPS, the American Bernhardt"
—PHOTOPLAY.

"DOROTHY PHILLIPS places herself at the head of American moving picture stars"
—LEONCE PERRET.

"DOROTHY PHILLIPS rises to dramatic heights that will surprise even her most ardent admirers"
—SEATTLE TIMES.

"DOROTHY PHILLIPS, one of the really sincere artists of the screen"
——FANNIE HURST .

"HER PERFORMANCE is Art, backed by Soul"
—NEW YORK REVIEW.

"DOROTHY PHILLIPS is--splendid"
ZIT IN N. Y. JOURNAL.

"DOROTHY PHILLIPS does as fine work as we have ever seen on the screen"
—NEW YORK TRIBUNE.

"DOROTHY PHILLIPS gives a portrayal which is an artistic triumph"
—PITTSBURGH DESPATCH.

"DOROTHY PHILLIPS achieves almost matchless success"
—EXHIBITORS' TRADE REVIEW.

"ONE of the most natural and effective artists we have"
—MOVING PICTURE WORLD.

And this Wire Backs it All Up!

"'The Heart of Humanity', first day of second week's run broke any previous day's record."

H. C. HORATER, Mgr.,
Alhambra, Toledo.

Dorothy Phillips

in

Allen Holubar's Super-Production

—The Picture That Will Live Forever
—Released thru JEWEL Productions (INC)

Emotional Actress

"The HEART OF HUMANITY"

THE MOVING PICTURE WEEKLY
A MAGAZINE FOR MOTION PICTURE EXHIBITORS
Published Weekly by the MOVING PICTURE WEEKLY PUB. CO.
1600 BROADWAY, NEW YORK CITY
PAUL GULICK, *Editor* JOE BRANDT, *Bus. Mgr*
(*Copyright* 1919, *Universal Film Mfg. Co. All Rights Reserved*)
Vol. 8. MARCH 8, 1919 No. 3

ON FILM CENSORSHIP

(*Reprinted from the N. Y. Times.*)

THE black cloud of State censorship of motion pictures is again seen on the horizon at Albany. It is to be hoped that the fresh wind of clear thinking and artistic sincerity will soon blow it completely away.

Assemblyman William F. Brush of Orange County has introduced a bill into the Legislature that would establish a department of motion pictures, headed by a commissioner whose duties would include the censorship of films and the drawing of a salary of $7,500 a year.

The idea of a department of motion pictures for any of the several purposes mentioned in the bill is not attractive, but the writer does not care to speak positively at this time on any of them except that of consorship.

An official censor, any political appointee of a Governor, empowered to say what the people of the State shall see on the screen and what they shall not see is an obstacle in the way of moral and intellectual progress as well as a czar whose existence is a denial of democracy. Official censorship is bad in theory and worse in practice. The very idea upon which it is based denies the fuundamental truth that real growth and development must be free, and experience gives abundant testimony to the fact that censorship is almost invariably characterized by stupidity, ignorance and bigotry, and sometimes selfish interest.

No unbiased person denies that many photoplays are worse than trash. It is agreed among disinterested people that the influence of many pictures is not good. But this is no reason for an official censor, because of two facts: First, agencies of restraint and education are already at work correcting the existing evils, and, second, an official censor would hamper these agencies and fail to correct the evils. The evils would grow during his regime. Perhaps he would suppress a few scenes not good for young minds, but, unless he was such a censor as the world has never seen, he would permit the exhibition of many more scenes of unhealthful influence and suppress sincere photoplays whose influuence would be good. His idea of what to suppress would almost certainly be born of narrow-mindedness. He would be guided by irrational rules and prejudices well known today for their efficiency in stunting and distorting mental and moral growth and their incompetence in recognizing real values and true processes of development. He would be controlled by political and social bias, regarding as evil anything that did not fit into his ready-made conception of what ought and ought not to be.

But this is discussing probabilities. The certainty is that the evil of official censorship is inherent in censorship itself. The production of wholesome, artistic photoplays is dependent upon the education of the public mind and taste, and education, in this sense, means the power of selection properly exercised. This power comes from practice under such favorable conditions as are provided by the National Board of Review of Motion Pictures and many other community and private agencies. How can there be adequate popular practice in selection if an arbitrary censor is to do the selecting for everybody? Any standard maintained by censorship even if admittedly good, is established on sand and will not endure. The people, relieved from restraint, as they must be from time to time in the ordinary run of events, will turn to license, as they always do under the circumstances, and their last state will be worse than the first. Whatever standard is established by popular education is maintained by its own sure strength in the minds and hearts of those for whom it lives. It is their own creation. And it does not remain at a fixed level. The higher it is the higher it tends to go.

All of this does not approve of license. The question of license should not enter into the discussion, because, in the police and courts, there are at present means for the suppression of any deliberately vicious picture. It is liberty that censorship attacks, not license.

Box Office Record Smashed.

THREE box office records, held by three of the leading theatres in Ohio, were shattered last week by "The Heart of Humanity," the latest Jewel release.

H. C. Horater, manager of the Alhambra theatre, at Toledo, found the production such an exceptional drawing card that he arranged to show it an additional week, and on the first day of the second week all box office records were broken by the attraction.

At Canton, Ohio, according to a telegram from Manager A. H. Abrams, "The He -t of Humanity" topped all previous maximums for receipts the opening day and continued to draw capacity business for a week.

Manager Mark Gates of the Dayton theatre, Dayton, Ohio, also has reported broken box office records with "The Heart of Humanity," which he claims is one of the very best photodramas he ever witnessed.

"The Heart of Humanity" began its fourth week at the Minneapolis Shubert on February 23 to capacity business, and also began a second week at the Kinema theatre, Los Angeles, where Allen Holubar, who directed the production of the film, is presenting the attraction in his own way, to exceptional business.

Harry Carey on Tour.

HARRY CAREY, Universal's Western star, has begun a tour of the principal cities of the West, meeting exhibitors and admiring fans and speaking at various theatres en route.

Having completed his latest film drama, "The Outcast of Poker Flat," and being several weeks ahead of his release schedule, Mr. Carey is very enthusiastic about his tour. He will visit all of the leading cities west of the Mississippi, and Chicago, and will, in addition to giving a short talk at each theatre, present a special reel that shows a little of the work of preparing one of Mr. Carey's big dramas. This tour gives Mr. Carey his first opportunity to leave the West Coast studios in three years.

Leaving Los Angeles on February 17, Mr. Carey's first public appearance was at the Strand theatre, Portland, where, according to Manager W. B. Armstrong, he attracted a record-breaking crowd and added hundreds of names to his long list of Portland followers. According to Mr. Armstrong, Carey's popularity cannot be properly estimated without taking the weather into account. On the evening of Mr. Carey's appearance at the Strand, Portland was swept by a heavy wind and rain, which turned into hail and then snow. Mr. Carey was scheduled to make several other appearances at Portland prior to his departure for Seattle.

SPARK No. 2

Unless the costuming is behind the times, a picture that your people haven't seen is just as good as new—and if it's a Jewel Production it's better than new—and priced right.

Dorothy Phillips
in
"PAY ME"

A cyclonic picture of the lawless West which has played in many cities two and three times and in one town was booked by the same theatre no less than five times. Dorothy Phillips never had a finer vehicle for her superb emotional powers.

Herbert Rawlinson
in
"COME THROUGH"

The greatest and most successful gentleman crook play ever filmed. Written by the master dramatist, George Bronson Howard. A picture with a big twist in it that will lift you out of your seat. Quick-action Rawlinson at his silkiest best.

Carmel Myers
in
"SIRENS of the SEA"

The most seductive dream of fair women ever shown on any screen. A marvelous fairy story for young and old—a love story—a picture of a great adventure. The picture in which Carmel Myers made her first great hit.

Elaine Hammerstein
in
"The Co-respondent"

A sixty-miles-an-hour drama of Love and the Newspaper Business made more than charming by the loveliness and appeal of this delightful, young and beautiful screen star, supported by Wilfred Lucas.

JEWEL
PRODUCTIONS
INC.

1600 Broadway, New York

MILDRED HARRIS

---the Exquisite
Flower of the Screen

ENOUGH has not been said—enough can never be said—of the absolutely phenomenal rise to stardom of Mildred Harris (Mrs. Charlie Chaplin). Never before in your career as a showman have you heard of an unknown actress playing to capacity in her every picture, starting with her first release only fifteen months ago. If you've played some of her pictures you know that this statement is true, then why not give Mildred Harris one straight week—play them all. Play the first three listed for one day each—give the last two two days each. You'll run to capacity every day, and you'll do it all for little over the cost of one day's advertising. See your nearest Jewel Exchange about this important matter today.

JEWEL PRODUCTIONS
INCORPORATED
Executive Offices. 1600 Broadway New York City.

R. LANGER

"The Price of a Good Time"
"The Doctor and the Woman"
"For Husbands Only"
"Borrowed Clothes"
"When a Girl Loves"

JEWEL LETTERS FOR Mrs. CHARLIE CHAPLIN

IT GRIPS, IT THRILLS,
IT MADDENS, IT PLEASES
"Jan. 10th, 1919.

"Mr. Strauss.

"Dear Sir—Just a little communication and expression on 'Borrowed Clothes.' I want to thank you for the tip you handed me on 'Borrowed Clothes.' It's a real picture and real star. The acting and the settings were perfect and the photography was the prettiest and clearest I have ever used. My people were highly gratified with the magnificent production. Another picture like this will keep the S. R. O. sign out continually. It grips, it thrills, it maddens, it pleases, it goes right into the hearts of all fans. I had my wife's clothes and 'Borrowed Clothes' on electric light poles and telephone poles with a placard reading, 'Borrowed Clothes' of Gayety Theatre. Reply Jan. 1st. But we do prefer the use of Mrs. Charles Chaplin's production, 'When a Girl Loves.' I have played all Jewels except this one and they all got top money. Again thanking you for the good treatment and the productions, I remain,

(Signed) "BILLY MADDOX."
Gayety Theatre, Ripley. O.

"P. S.—My only kick on 'Borrowed Clothes' was my house was not large enough for the crowds. They came from the hills."

DRAWING POWER
INCREASED 50 PER CENT
"Jan. 16th, 1919.

"Mr. Wm. A. Mead, Mgr.,
"Universal Film Ex. Co.,
"215 Virginia St.,
"Seattle, Wash.

"Dear Bill—It gives me pleasure to write you to let you know that 'Borrowed Clothes,' featuring Mrs. Charlie Chaplin, nee Mildred Harris, went over very well during its recent run at the Coliseum. As you know, I have always been partial to Lois Weber productions and this one was even better than 'For Husbands Only.'

"I consider that the drawing power of Mildred Harris was increased by fifty per cent by reason of her having changed her name to Mrs. Charlie Chaplin.

"Should Lois Weber's next production, 'When a Girl Loves' (which I understand is a Western), equal 'Borrowed Clothes,' you will experience no difficulty in booking the picture in this house.

(Signed) "FRANK STEFFY,
"Manager Coliseum.
"Seattle, Wash."

CAPACITY HOUSE;
EVERYBODY PLEASED
"Feb. 7th, 1919.

"California Film Exchange,
"Los Angeles, Cal.

"Gentlemen—I feel it is in order to tell you how successful we were with 'For Husbands Only.' Capacity house, splendid light, film perfect, running without a hitch excepting I did not have enough reserved seats; everybody pleased.

"I gave it a lot of publicity, with good results, not forgetting the merits of the picture. It was a fine production. Can do with more like these. Best wishes.

"Yours truly,
(Signed) "A. W. MacCALLMAN,
"Superior Theatre.
"Superior, Arizona."

CROWDED TO CAPACITY

"Dear Sir—Some time ago we played your picture entitled. 'For Husbands Only,' featuring Mrs. Chaplin. This picture was well received by our patrons and received a good round of applause and our house was crowded to capacity. Mrs. Chaplin is an actress of the highest type and we welcome more pictures starring her. We remain,

"HARRY TUCHRANE,
"Pacific Amusement Company.
"San Francisco, Cal."

No Advance in Prices

Come to an Early Show

Two Powerful Feminine Magnets

Drew more than

40,000 PERSONS

in the last 9 days to the

SUPERBA

To see that cinemasterpiece

"Borrowed Clothes"

—They were Charlie Chaplin's bride.

MILDRED HARRIS

and the master director

LOIS WEBER

—"the Belasco of the Screen"

Positively Last Week

Breaking All Records

TWO-FOLD PUNCH

"Jewel (Inc.), 1600 Broadway.

"Dear Sir — 'Borrowed Clothes,' which I ran last night, did better for us than I expected, after running two weeks at the Colonial Theatre, downtown. This picture will be a credit to your company and will satisfy and please any audience, for it has that two-fold punch that appeals to all—high society moral and the disgraced lower class, with a surprise and a happy ending for both.

"J. A. ACKERMAN,
"GLENWAY THEATRE.
"Cincinnati, Ohio."

"K" "K" "K" "K" "K" "K" "K" "K" "K" "K"

GRAND THEATRE

Plymouth Ave. N

Sunday, Monday and Tuesday February 9, 10, 11

MRS. CHARLES CHAPLIN

formerly MILDRED HARRIS, in

"The Doctor and the Woman"

"K"

A Screen Adaptation of Mrs. Mary Roberts Reinhart's Famous Masterpiece, "K"

"K" was the most widely read novel ever written by this famous author. It created a sensation when published and has lost none of its fascination when transferred to the screen by

LOIS WEBER

"THE BELASCO OF FILMDOM"

The Story of a Doctor who plays a double game with Love

From the Novel "K"

Why should a famous physician suddenly sacrifice friends, fame and fortune—disappear to hide his head in shame from his fellow practitioners? What reasons are powerful enough to cause him to throw up the bonnie star came as the result of a [illegible]

The Doctor and the Woman, the screen adaptation of Mary Roberts Rinehart's powerful novel "K," tells the story of this physician's predicament.

Of special interest is the fact that "The Doctor and the Woman" was directed by Lois Weber whose recent production, "The Price of a Good Time," created such a sensation in this community.

Free Decorative Accessories to co-star with Mae Harris as K. LeMoyne.

"K" "K" "K" "K" "K" "K" "K" "K" "K" "K"

VIEW THIS PRODUCTION AT YOUR EXCHANGE

A Production with the Box Office Power Not Found in one out of a dozen Big Pictures

Do This Go see this great production—"AFTER THE WAR"—at your nearest Universal Exchange. Then you'll understand why we say that it has the Box Office power not found in one picture out of a dozen. You'll see a tense war drama without a single battle scene. You'll see the kind of a production that will prompt you to book it and play it for a week's run.

VIEW THIS PRODUCTION AT
YOUR EXCHANGE

Originally a State Rights Picture, Now Comes To You as a Big Universal Special Attraction

And This Produced originally for State Rights exploitation, this great production now comes to you as a UNIVERSAL SPECIAL ATTRACTION. Any other producer would have tooted this winner as "biggest"—"greatest"—"finest" and that rot. We simply ask you to SEE IT and YOU pass judgement. All big newspaper advertising ready, together with powerful posters.

PRISCILLA DEAN

The Screen's Dazzling New Star in One of Her Biggest Hits

"KISS OR KILL"

Universal Special Attraction

RELEASED three months ago, this perfectly fascinating drama of two young people winning out over tough luck, is booking faster and faster every day.

That's because Priscilla Dean has taken a running jump clear into the center of the stage as one of the most dynamic stars of the screen.

Book thru your nearest Universal Exchange or communicate with the Universal Film Mfg. Co., Largest Film Mfg. Co. in the Universe, Carl Laemmle, President, 1600 Broadway, New York.

A UNIVERSAL SPECIAL ATTRACTION
AND AN UNQUALIFIED SUCCESS !!!

WILD OVER HER!

Priscilla Dean in "The Wildcat of Paris" hit the public favor with one of the biggest smashes known to pictures. Priscilla Dean didn't "rise" in popularity—she leaped into it. People went to see her and waked up to the fact that "here, for keeps," was a new Priscilla Dean—a Star with sincerity, intensity, and personality—an actress of a different type—just as different from the doll-baby eye-makers of the screen as Bernhardt is different from the show-girl of the boards.

That's why, in every town she's played so far, "The Wildcat of Paris" has been the real paprika of the season—the spice of life—a delicious dish with French dressing. Book it today, then speak to the traffic cop. You'll need him.

Book thru your nearest Universal Exchange, or communicate with the UNIVERSAL FILM MFG. CO., Largest Film Mfg. Co. in the Universe, Carl Laemmle, President, 1600 B'way, N. Y.

No picture is old if you

UNIVE

SPECIAL AT

"The BRIDE'S AWAKENING"

STARRING

MAE MURRAY

Mae Murray is so distinctly different in her personality and her plays that her productions are always up to date. Yet "THE BRIDE'S AWAKENING" isn't old—it's six months young! The Regent of Jersey City says: "On Tuesday, when we ran 'The Bride's Awakening,' business was 25 per cent better than our usual average." Have your Universal Exchange screen this picture for you today.

"The MODEL'S CONFESSION"

FEATURING

MARY MacLAREN

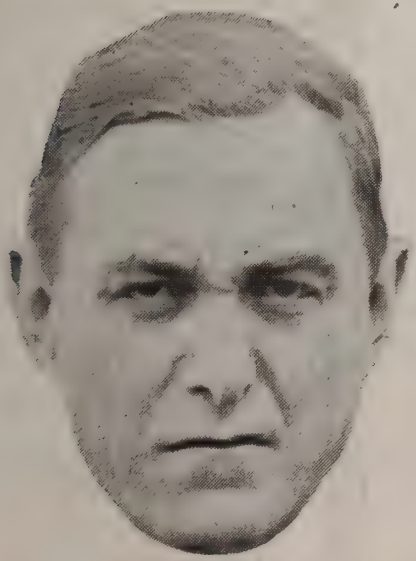
The Strand of Minneapolis says: "Despite the general business slump we played Mary MacLaren in 'THE MODEL'S CONFESSION' three days to good business. We are interested in your Special Attractions, and whenever you get one in we want a look at —it early." Take a look at "THE MODEL'S CONFESSION" at your nearest Universal Exchange. Call them up about it now.

UNIVERSAL FILM MANUFACTURING CO.

r people haven't seen it

RSAL

TRACTIONS



"THREE MOUNTED MEN"

WITH

HARRY CAREY

Harry's always in trouble, but he always gets out of it, and he does it with an inimitably human grin that has made more chuckling admirers than any super-deadly bad man could collect in twice the time. Harry also collects more coin for you—play him in this whirling picture of flying hoofs and six-shooters and slipped handcuffs and the girl and you'll see it come in. Look at it today.

"The MORTGAGED WIFE"

STARRING

DOROTHY PHILLIPS

The foremost emotional actress on the screen and a popular favorite in every theatre of the country. That's Dorothy Phillips, now sweeping the land in "The Heart of Humanity." Show her in this splendid Universal Special Attraction—"THE MORTGAGED WIFE" and get the benefit of her international publicity. You can't show too many Phillips pictures. See this picture at your nearest U Exchange today.

CARL LAEMMLE, Pres., 1600 BROADWAY, NEW YORK

Publicity for "The Scarlet Shadow"

Story by
Lorne H. Fontaine and
Katherine L. Roberts.
Scenario by Harvey F. Thaw.
Directed by Robert Z. Leonard.

ALVIRA EVANS, a puritanical spinster, made a prisoner of her niece, Elena. The girl was not allowed to leave the hedged-in garden because, she declared, Elena's mother had been wayward and wicked and she was constantly looking for the same "scarlet stain" to show itself in Elena.

Elena was seen by young Van Presby, a college student, who persuaded her to steal out for a night at the movies. On returning, Elena was unable to climb back through the windom. Van crawled up to her room to help her.

Aunt Alvira discovered them. She declared the "scarlet strain" had shown itself and that unless Van would marry Elena she should go out into the street. In the morning Aunt Alvira marched them downtown for a hasty marriage.

They met Van's Uncle Harvey, whom Van's mother, Edith Presby, wanted for her second husband. Harvey stopped the marriage.

Alvira put Elena out of the house. Harvey and Van took the girl to the city and gave her a home with Van's mother. When Harvey showed an interest in Elena, Edith took a jealous dislike to her.

She took advantage of Harvey's temporary absence to bring Elena in contact with Joseph Fleming, an unrefined millionaire. Then she told the girl she was a burden upon her and Harvey, and on account of the "scarlet strain" she better seize the first opportunity to marry. Elena finally accepts Fleming.

Edith arranged a dinner to announce Elena's engagement, hoping to have her tied to Fleming before Harvey got back. Harvey, however, heard of it and rushed back to town. Revolting at the thought of marrying Fleming, Elena created a scene at the dinner by flinging his ring in his face, then ran to her room.

Van, in a drunken condition, followed Elena, and, taunting her with her mother's "scarlet stain," tried to make love to her. She knocked Van over, threw some things into a bag, rushed out and ran into the arms of Harvey, who had just arrived. He tried to explain that he was not a party to the marriage—that he loved her and hoped to marry her.

The old family gardener arrived and through him they learned that the only "scarlet strain" in Elena's mother was her marrying a second time.

CAST.

Elena Evans.....Mae Murray
Aunt Alvira Evans.....Martha Mattox
Harvey Presby.....Frank Elliott
Van Presby, his nephew
Ralph Graves
Edith Presby, Van's mother
Clarissa Selwynne
Joseph Fleming.....Willard Louis
The Gardener.....J. Edwin Brown

ADVANCE NOTICE.

SHOULD a young girl be made to suffer for a "scarlet strain" in the life of her mother? Would you marry a girl over whom hung a cloud because of a supposed misstep in the career of one of her parents? These two questions are asked and answered in "The Scarlet Shadow," Mae Murray's newest Universal Special Attraction, which comes to the ..... theatre .....

The little sister star of "Modern Love," "Her Body in Bond," "Danger, Go Slow," and "The Bride's Awakening," is seen as Elena Evans, a lovable little maid, on whose good name is cast a perpetual shadow because of a "scarlet strain" which her maiden aunt alleged existed in the life of her dead mother. On this account the aunt kept Elena a virtual prisoner, guarding her day and night from contact with the world, fearing that the "scarlet strain" of the mother would assert itself when the daughter came face to face with the temptations of the universe.

But one day a romantic young college boy invaded the sanctuary the aunt had built around Elena, persuaded her to go to the movies, and to partake of a sinful chocolate ice cream soda. It was then that life began to take on complexities for the girl, for that first visit to the outer world changed her whole life. It took her from Greenwood, a little New England village, to New York, the whirlpool metropolis. What occurred there is graphically inscribed on the silver sheet in "The Scarlet Shadow." Lots of things happened, and with lightning-like rapidity, and the big situations that pile on fast one on top of the other only serve to display the versatility and emotional powers of Mae Murray.

CLEVER lighting is one of the strongest points of the directorial genius of Robert Z. Leonard, who directed Mae Murray in "The Scarlet Shadow," which is playing at the ..... There are some brilliant examples of it in the present drama, which, by the way, is well worth while.

FOR THE HERALD.

MAE MURRAY, that bewitching minx of the movies, whose successes include "Modern Love," "Danger, Go Slow," "The Bride's Awakening," and "Her Body in Bond," is coming to this theatre in a brand-new Universal Special Attraction.

You'll see this appealing little screen personality as Elena Evans, a little country girl, guarded by a maiden aunt, who because of a supposed "scarlet strain" in the life of the girl's dead mother considered Elena ill-fitted to face the temptations of a lupine world.

Life was drab and sear for Elena until a romantic college boy came into her life. He climbed over the hedge that made her a prisoner, persuaded her to sneak out for a movie show that night, and then when, after a gorgeous evening, he was helping her back into her room, the ogre aunt discovered them.

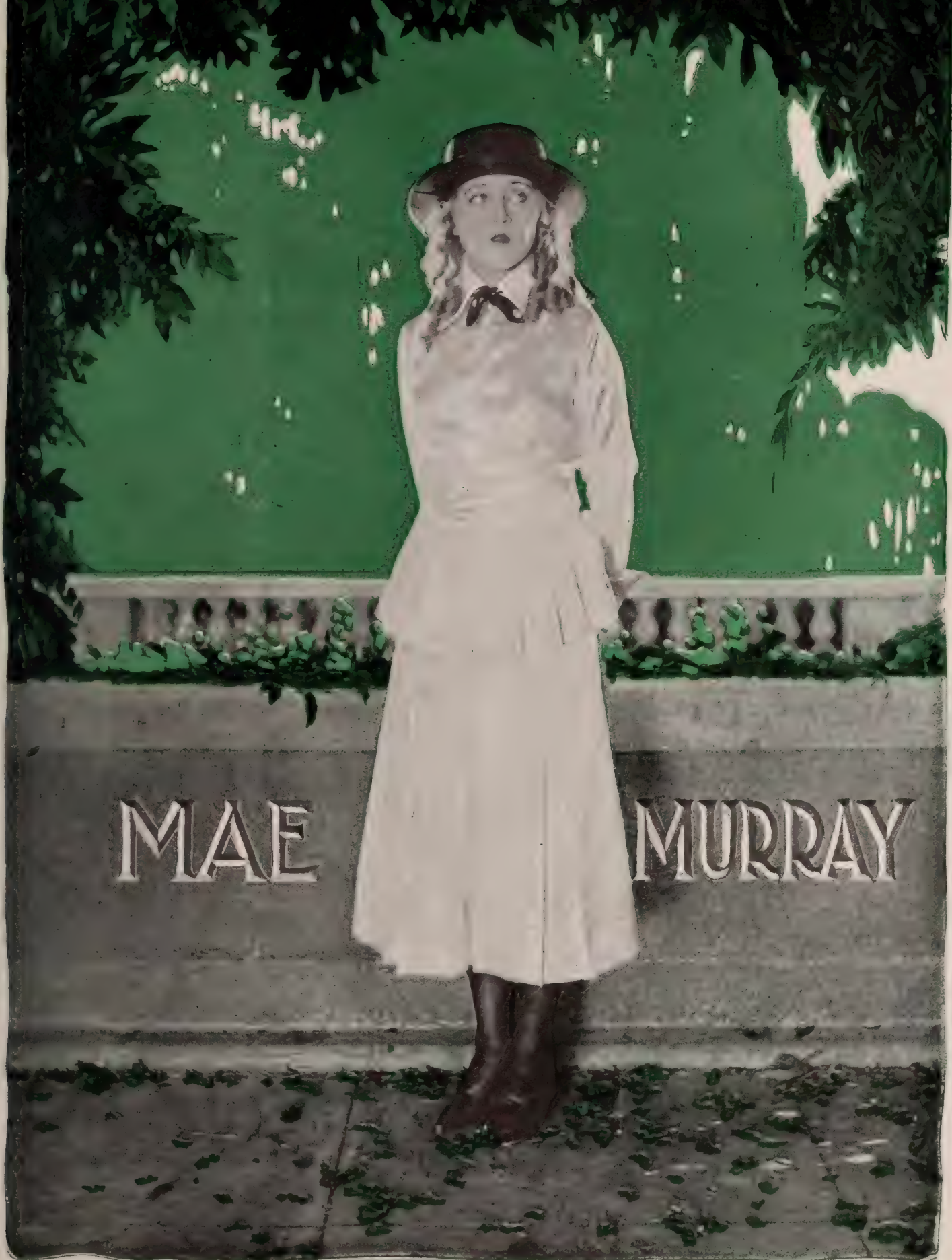
She thought the "scarlet strain" had cropped out. She spoke her mind. Denials were of no avail. All night she guarded the pair of supposed culprits, ready to take them to a justice of the peace the next morning for a hasty marriage.

Then something happened that upset all her plans and brought all sorts of new complications into the story. What? Don't ask! You'll find out for yourself if you come to this theatre and see "The Scarlet Shadow."

ADVANCE NOTE.

IN addition to making a Liberty Loan featurette for the government for the Fourth Liberty Loan campaign, Mae Murray, the star of "The Scarlet Shadow," which comes to the ..... theatre ..... made a flight over the city of Venice, Cal., in an aeroplane and bombarded the citizens with Liberty Loan literature.

THE splendid cast in support of Mae Murray in "The Scarlet Shadow," which will be seen at the ..... theatre on ....., consists of Frank Elliott, Ralph Graves, Clarissa Selwynne, Martha Mattox, Willard Louis and J. Edwin Brown.


MAE
MURRAY

"—and now—to steal a forbidden hour of love and laughter"
A UNIVERSAL SPECIAL ATTRACTION
"It was a terrible thing to learn that she was a wicked creature"
"When love flew in at the window"
"Aunty insists on a minister—at once!"

MA & MURRAY
IN
"The SCARLET SHADOW"

THE Universal believes that there is no better way to sell you Universal Special Attractions than to make the pictures do it.

Some people think that advertising is the way to do it, but we have found that boosting something that ought not to be boosted hurts us even more than it hurts you.

We advertise Universal Special Attractions to tell you what goods we have to sell, but we try to proportion the publicity to the merit of the picture. In the same way, we advertise the Star in just proportion to the Star's drawing-power, because no amount of printer's ink will ever make a star if people aren't interested.

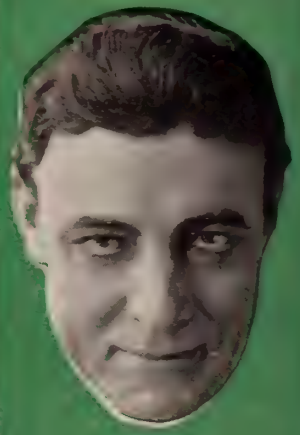
The public like Priscilla Dean and Mary MacLaren immensely, and they have become exceedingly fond of Monroe Salisbury. For this reason, we are going to give them Monroe Salisbury in some exceptionally fine Universal Special Attractions, as we have already done with Miss Dean and Miss MacLaren.

The first of these Salisbury pictures is "The Light of Victory"—to be released March 17th. Watch for the formal announcement of "The Light of Victory" next week. Reserve for it now.

UNIVERSAL FILM MFG. COMPANY
1600 BROADWAY, N. Y. CARL LAEMMLE, Pres.

Priscilla Dean
"The Wildcat of Paris"
"The Wicked Darling"

Mary MacLaren
"Creaking Stairs"



Monroe Salisbury
"The Light of Victory"

Mae Murray in "The Scarlet Shadow"

AT A GLANCE.

TITLE—"The Scarlet Shadow."
STAR—Mae Murray.
PREVIOUS HITS — "Danger, Go Slow," "Modern Love," "Her Body in Bond," "The Bride's Awakening," "Face Value," "Princess Virtue."
DIRECTED BY — Robert Z. Leonard.
STORY BY—Lorne H. Fontaine and Katherine L. Robbins.
SCENARIO PREPARED BY—Harvey F. Thew.
TYPE OF PHOTOPLAY—Comedy-drama.
SUPPORTING CAST — Frank Elliott, Ralph Graves, Willard Louis, Martha Mattox, Clarissa Selwynne, and J. Edwin Brown.
LOCALE — A small New England village and a fashionable New York mansion.
TIME—The present.
THUMB-NAIL THEME — The story of a young girl who is kept from the world by a maiden aunt, who fears the supposed "scarlet strain" in the girl's dead mother may crop out in the daughter. How she is adopted by a wealthy New York family, is about to be married off to an unrefined millionaire, and finally finds true love as she is about to turn herself into the streets, is the narrative of the play.

PUTTING IT OVER.

THERE are few more popular stars on the screen today than Mae Murray. There are very few titles like "The S arlet Shadow." There are few directors like Robert Leonard. With this series of facts it should not be a difficult matter to put over Mae Murray in "The Scarlet Shadow." And bear in mind that the reputation Mae Murray achieved in "Danger, Go Slow," "Modern Love," "Her Body in Bond" and "The Model's Confession" will be a big help in creating interest in "The Scarlet Shadow." There are also three well-known players in the cast whose names you should mention in your advertising and publicity. They are Frank Elliott, Clarissa Selwynne and Ralph Graves. The posters for this production have been very cleverly designed to bear out the title, and if you haven't an idea for lobby display take a large poster, a three-sheet, preferably, of Mae Murray, cut it out, paste it against a white surface and draw a Scarlet Shadow.

ADVERTISING PUNCHES.

1—The popularity of the star and the success of her previous Universal offerings: "The Bride's Awakening," "Her Body in Bond," "Modern Love," and "Danger, Go Slow."
2—The fact that sh has two leading men—Ralph Graves, the juvenile lead of Maurice Tourneur's "Sporting Life," and Frank Elliott, who formerly supported Theda Bara.
3—The elaborate settings and lighting effects given to the production by Robert Z. Leonard, the well-known director.
4—The high lights of contrast between Elena's Puritanical home in the small New England village and the sybaritic mansion which she shares with the Presbys in the city.
5—The astounding denouement near the finish of the story, where Elena discovers that the "scarlet strain" in her dead mother's life was the fact that she married a second time. This was considered immoral by the maiden aunt.
6—The attractive gowns and cloaks worn by the star after she becomes the ward of one of New York's wealthiest families.

ADVANCE NOTES.

HARVEY F. THEW, formerly a well-known writer for the New York Herald, made the scenario for the story, "The Scarlet Shadow," which is playing at the ..... theatre. It was turned out from an original story by Katherine L. Robbins and Lorne H. Fontaine, and serves as a delightful vehicle for Mae Murray.

CLARISSA SELWYNNE, who has an important role in "The Scarlet Shadow," which comes to the ..... theatre on ..... is not related to the brothers of the same name who produce for the legitimate stage. She spells her name with a final "e," and insists upon it being there as a sort of rear-guard. No one is going to incorporate her name and then adopt it. Not for Clarissa!

ROBERT Z. LEONARD, who directs "The Scarlet Shadow," which will serve as the vehicle for the display of Mae Murray's charms at the ..... theatre on ....., has directed eight Mae Murray pictures. Four of them are still to be released. Also, they seem to get better as they go along.

Advertising Catch-Lines

Her scarlet cloud had a silver lining.

Mae Murray in an alluring new comedy-drama.

Would you marry a girl with a "Scarlet Shadow?"

Wealth she spurned; she craved true love.

She paid the piper for the "Scarlet Shadow" on her mother's life.

College boy romances are only skin deep.

A jealous woman has no conscience.

Avoid the appearance of evil as well as the evil itself.

Circumstantial evidence cast a cloud over the good name of the little innocent country girl.

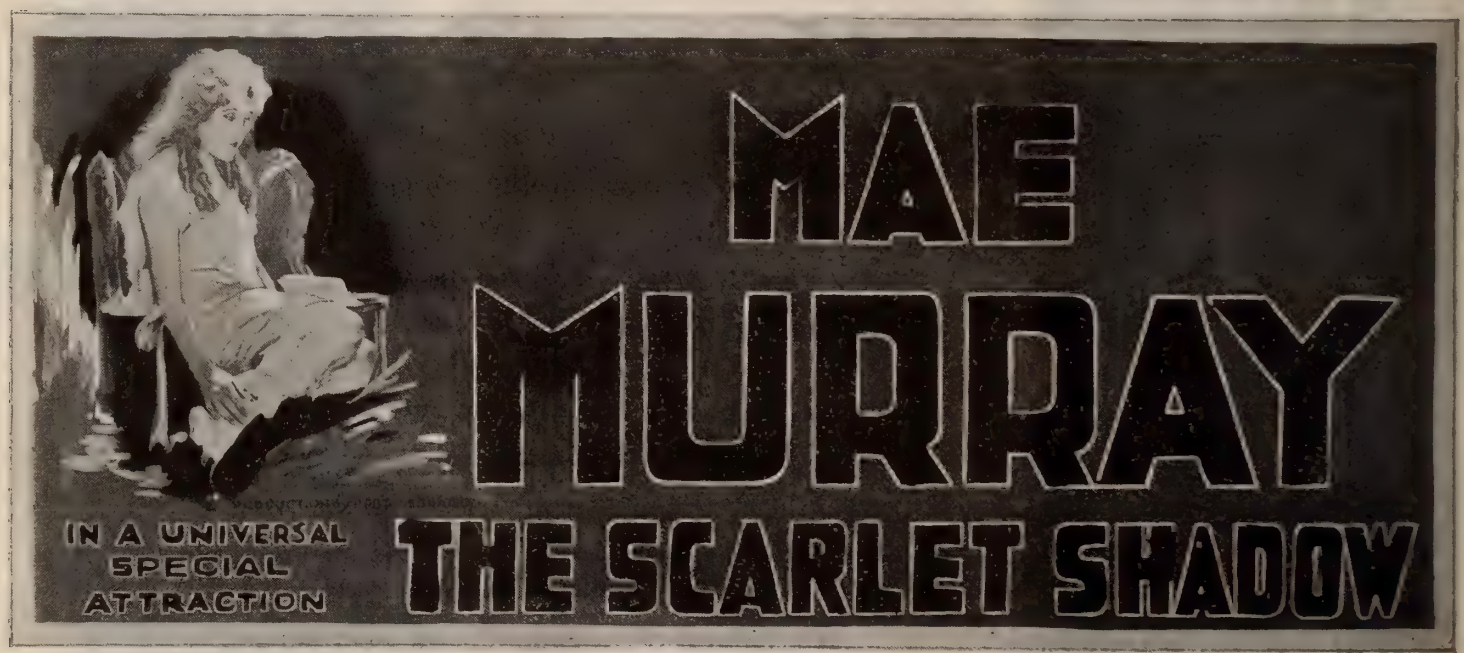
A fat purse often camouflages a fat person.

He got rich selling obesity tablets; yet he weighed 300 himself.

At the engagement supper she threw his ring in his face.

Six-sheet

Three-sheet

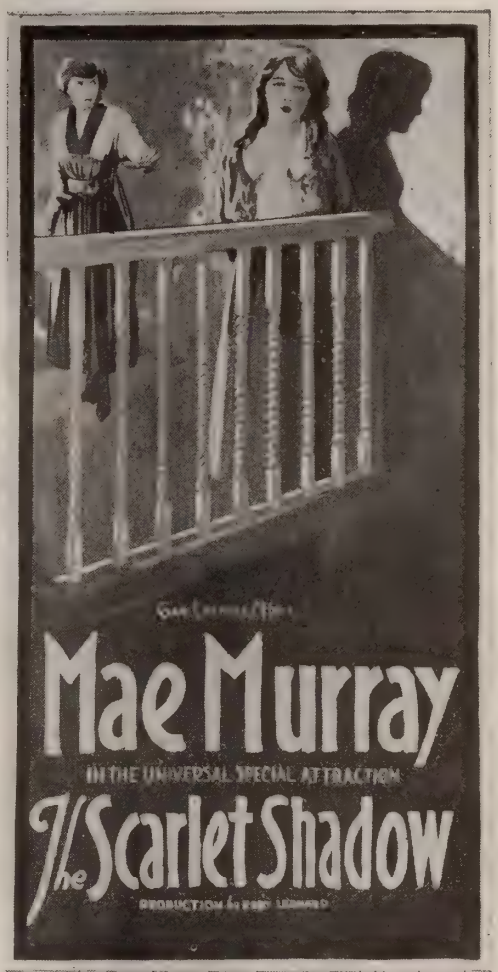


Twenty-four-sheeet

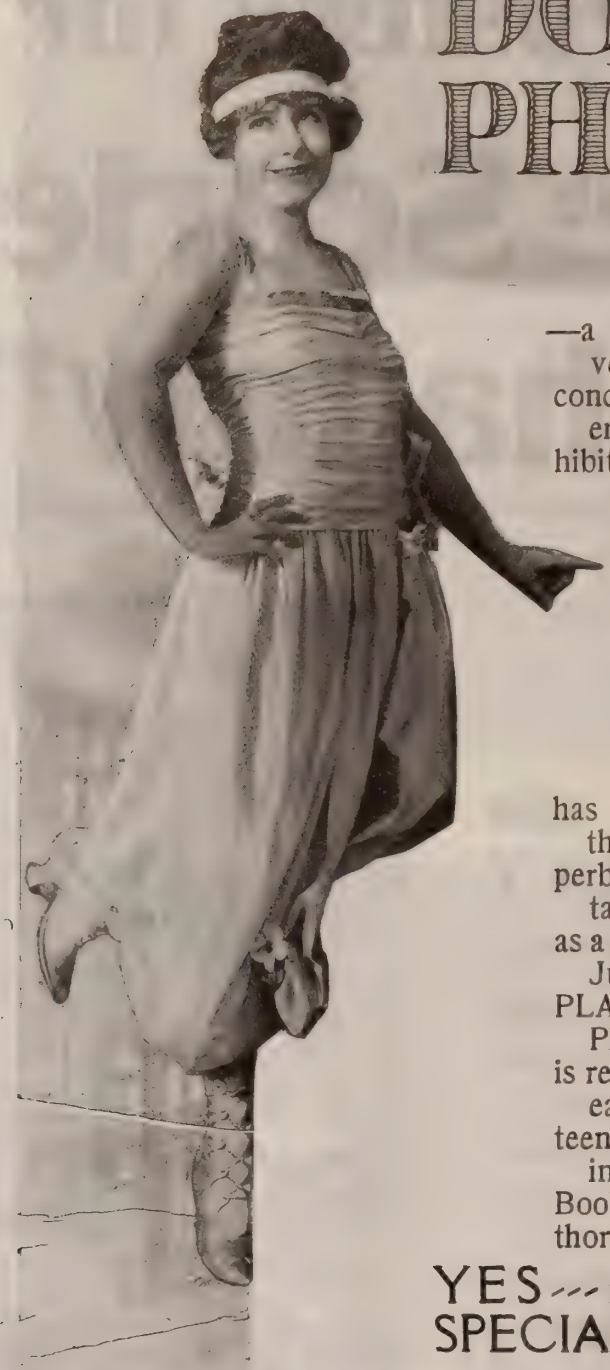
One-sheet

Posters for "The Scarlet Shadow"

THE Posters on this MAE MURRAY Special Attraction are shown on these two pages with the exception of a one-sheet which contains scenes from the photoplay. In the reproduction, these scenes were so small that it would be useless to try to show them. However, this one-sheet is an excellent one for use in front of a theatre, for it is in the nature of a lobby display. The twenty-four-sheet can be used for any other special attraction by stripping in a new title in block type.



Three-sheet



DOROTHY PHILLIPS

in

—a play that reveals the splendid versatility of one who is now conceded to be America's foremost emotional actress. Every Exhibitor who has been fortunate enough to show Dorothy Phillips in

"The Talk of the Town"

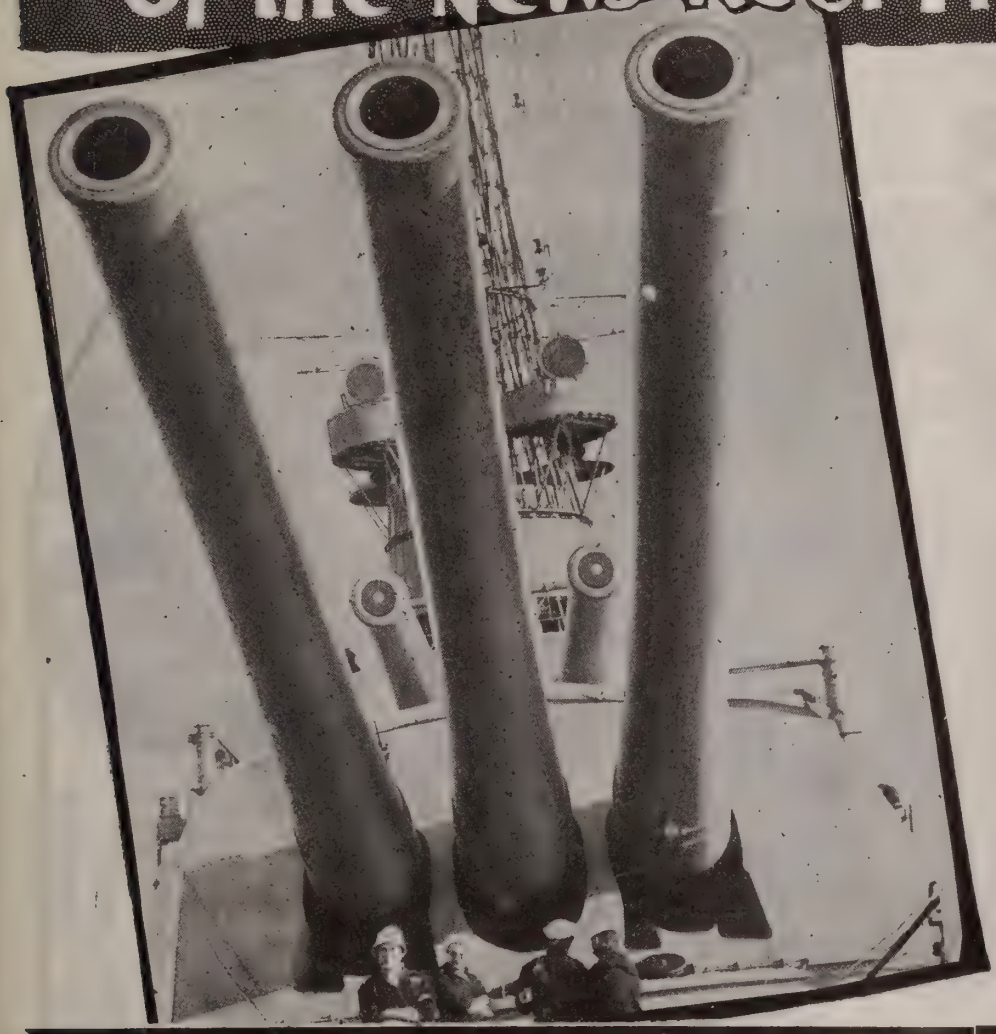
has made a good profit, but more than that he has seen the superb acting of this splendid star establish his personal reputation as a picker of delightful photoplays.

Julian Johnson in PHOTOPLAY says: "The work of Dorothy Phillips grips you. Her scope is remarkable, for she is with equal ease a wistful, wondering fifteen-year old and a blase wife, all in the same picture."

Book this fine play today. It is thoroughly worth while.

YES---it s a UNIVERSAL SPECIAL ATTRACTION

The Three Big Guns of the News Reel Field



Hearst News

Universal Current Events

Screen Telegram

COVERING THE COUNTRY LIKE A BLANKET

BIGGER BIGGER BIGGER

grows the booking list on these three wonderful news reels—so big that we can't any longer publish the list, even in the smallest size type. The simple reason for their success with exhibitors is that the Big Three cover the whole world as it's never been covered before, and because they're advertised as no news reels have ever been advertised before. That's all—and that's enough. Book them now—today.

BOOK THRU ANY UNIVERSAL EXCHANGE.

1—*Asa G. Kimball, seated in his new "baby" air flivver.*

2—*Gen'l Edwards presenting Lieut. Paul Hines with Distinguished Service Cross.*

3—*Colored troops of the 369th Infantry, New York's own "Hell Fighters," hold Victory March on Fifth Avenue.*

4—*Proud color-bearers of the 369th.*

Ranks with Best Ever Produced

"CARL LAEMMLE, "BALTIMORE, MD., FEB. 1.
"1600 BROADWAY, N. Y.

"'THE HEART OF HUMANITY' PROVED ONE OF THE STRONGEST AND BEST ATTRACTIONS EVER SHOWN IN LOEW'S HIPPODROME. IT STAMPS ALLEN HOLUBAR AS ONE OF THE GREATEST DIRECTORS IN THE WORLD, AND DOROTHY PHILLIPS AS FILMDOM'S FOREMOST EMOTIONAL ACTRESS. SIXTY THOUSAND DELIGHTED PATRONS DURING THE PAST WEEK AGREE WITH ME THAT THIS COMBINATION IN 'THE HEART OF HUMANITY' RANKS WITH THE BEST EVER PRODUCED. "GEO. A. McDERMIT,
"MGR. LOEW'S HIPPODROME,
"BALTIMORE, MD."

REMARKABLE PICTURE.
February 14th, 1919.

Universal Film Exchange, Cincinnati, Ohio.

My opinion of "The Heart of Humanity" may be summed up in one sentence. A first-class strong picture with scenic effects and photography excellent—the work of the cast without a flaw—the battle scenes the equal and in many instances the superior of any shown before, and it is the writer's private opinion that Miss Phillips has exceeded all her previous efforts in the screen drama in this really remarkable picture.

(Signed) NAT WHARTON,
Casino Theatre,
Cincinnati, O.

ALL RECORDS BROKEN.

Jewel Productions,
New York.

Dear Sir:—"The Heart of Humanity," booked through you Feb. 6, 7, 8, 9, is without doubt the greatest photo production that has ever played at the Lincoln, not forgetting "Honor System," "Womanhood" and "The Fall of Romanoff." We played it to capacity Thursday and Friday, while Saturday and Sunday the line never broke from 1 P. M. until 9 P. M., breaking all previous records for business at the Lincoln. No use talking about the genuine excellence of the picture. The box office return is all that is required. Keep us in mind when you have another of this character.

Yours respectfully,
(Signed) FRED R. WILLARD, Mgr.,
Lincoln Theatre, Union Hill, N. J.

SECOND WEEK RECORD.

H. M. Berman, February 17, 1919.
1600 Broadway, New York.

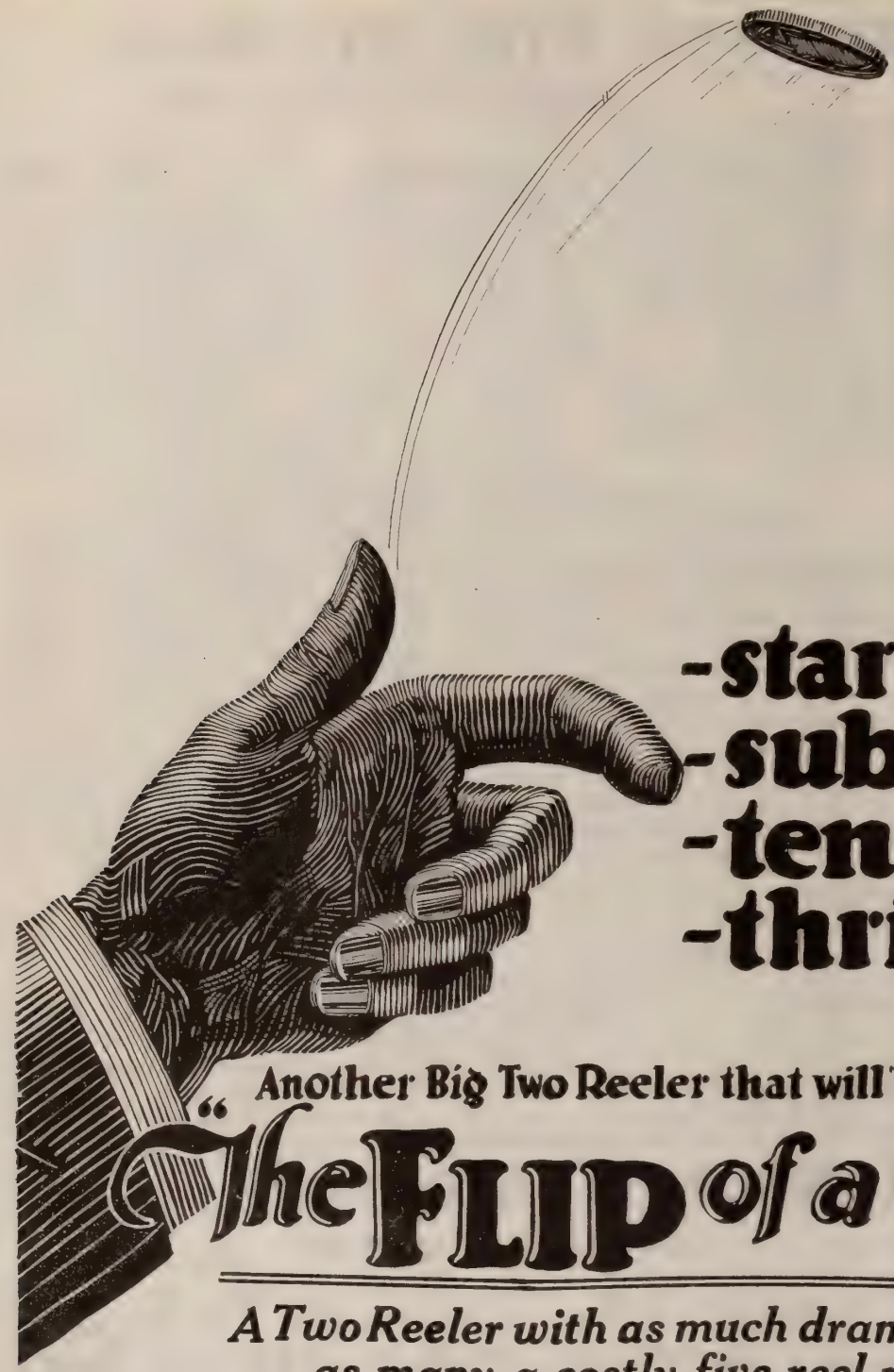
"The Heart of Humanity" first day of second week's run broke any previous day's record.

H. C. HORATER, Gen. Mgr.,
Alhambra Theatre, Toledo, O.

All Receipt Records Broken by Far

"CARL LEMMLE, "DAYTON, OHIO, FEB. 17, 1919.
"UNIVERSAL FILM MFG. CO., NEW YORK.

"WE OPENED SUNDAY WITH 'THE HEART OF HUMANITY' TO THE BIGGEST BUSINESS EVER PLAYED TO SINCE OPENING OF THE DAYTON, NINE MONTHS AGO. WAITING CROWDS ALL DAY LONG IN LINE. ALL RECEIPTS RECORDS BROKE BY FAR WITH THIS ENORMOUS PRODUCTION. GIVE ME MORE LIKE 'THE HEART OF HUMANITY.' REGARDS,
"MARK GATES,
"MGR. DIRECTOR DAYTON THEATRE.



-startling
-subtle
-tense
-thrilling

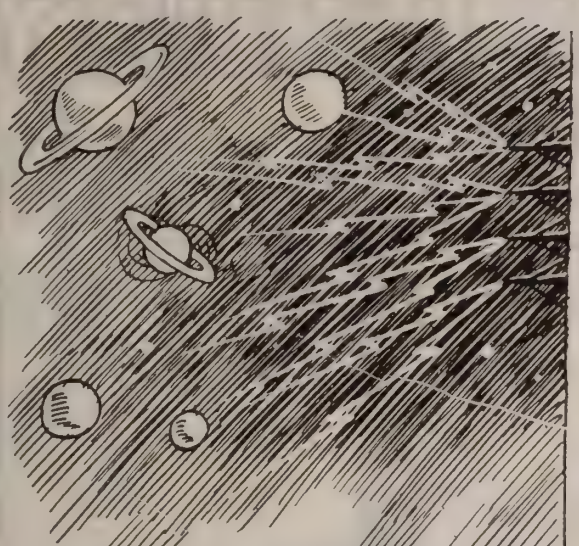
Another Big Two Reeler that will "get" your house

"The FLIP of a COIN"

A Two Reeler with as much dramatic action as many a costly five reel picture.

Handle this subject right, using the posters and other ad props and you can make something big with this two-reeler as a crowd-getter. It possesses a five-reel feature theme and story, yet so subtly done in two reels that it will go over great in the biggest theatre down to the smallest.

BOOK THRU ANY UNIVERSAL EXCHANGE.



"Hello Mars, this is the United States"-

Imagine someone on this earth talking to Mars. Yet some day this very thing may happen, no doubt will happen. And just as soon as this occurs you'll be able to show it to your patrons in the big novel and unique—

New Screen Magazine

¶ Scores of newspapers are taking on this big new screen magazine winner. Hundreds of theatres are contracting for it.

¶ Everything your patrons read about, hear of and talk about that appears in all the leading printed magazines is reproduced in the NEW SCREEN MAGAZINE, tieing together items of unusual and fascinating interest.

¶ Special newspaper ads of wonderful originality and pulling power all prepared for you in a complete campaign to enable you to get the big results every week with this release, also posters and other props.

SEE YOUR NEAREST UNIVERSAL EXCHANGE NOW

MONROE SALISBURY

The Mansfield of the Screen

IN

"The Millionaire Pirate"

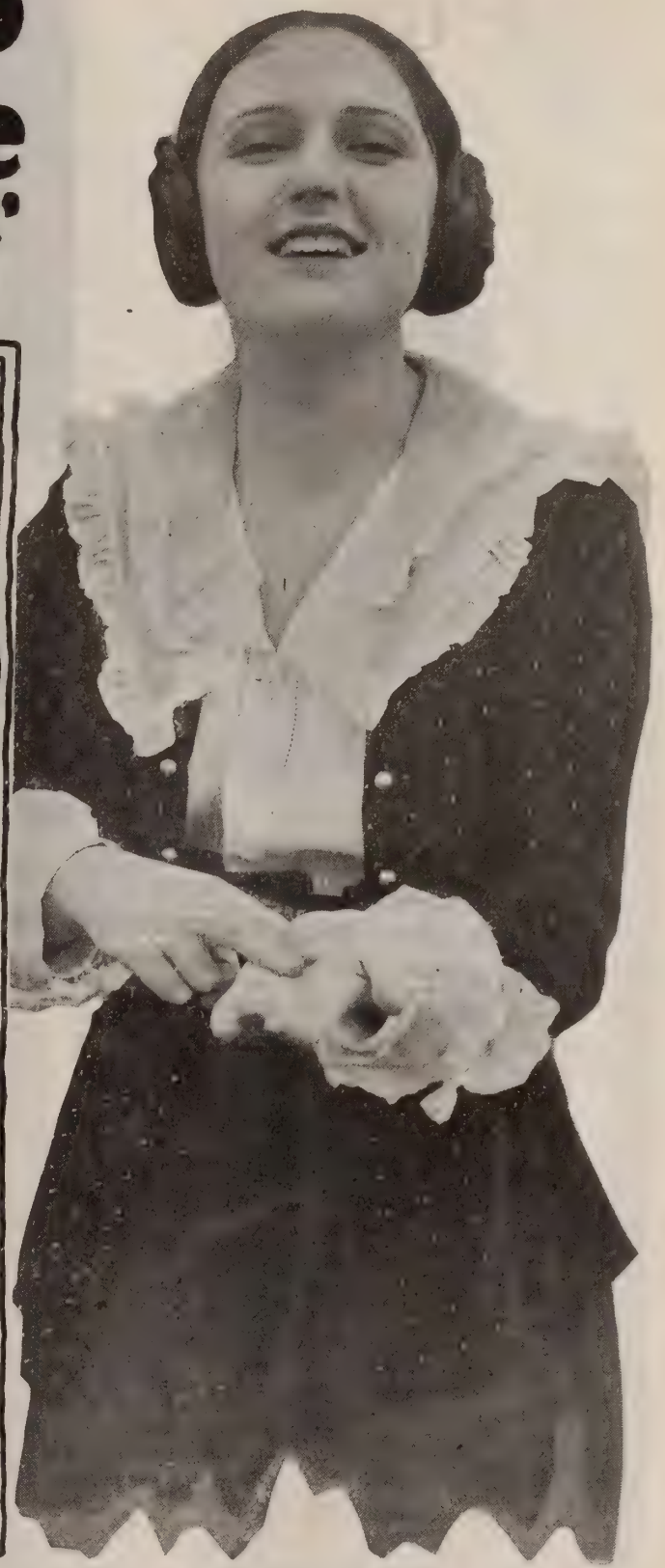
WID'S DAILY says:—"THE MILLIONAIRE PIRATE" was made for entertainment purposes only. WID'S is right—absolutely right—and you'll see that he's right when you see this production.

Conceived along slightly different lines from the usual photo drama and directed differently. Handled right it will pull better than the average feature. Here's the big coming Star, pronounced "The Mansfield of the Screen," in a wonderfully interesting play. Our tip is BOOK IT AND BOOST IT HARD. Your patrons will like it fine. BOOK THRU ANY UNIVERSAL EXCHANGE.

BOOK IT NOW!

BOOST IT HARD!

"Listen to this a minute Mr. Exhibitor"



It takes more than one swallow to make a summer—and—it takes more than one picture to make a star a genuine box office power.

It takes pictures—good pictures, plenty of them, with real stories, the kind that make folks buzz with conversation as they leave the theatre.

It's such pictures as "MY UNMARRIED WIFE"—"WHO WILL MARRY ME?" and "THE LITTLE WHITE SAVAGE" that register.

No—don't think I'm an egotist. I'm not. I believe in calling a spade a spade. Bluebird has received scores of letters from exhibitors telling of the packed houses and profits of these Bluebirds. Call it luck, or good fortune or anything you like. I call it good business to follow the lead of the successful exhibitors.

The man that's paid and played ought to know what he's talking about, and they're all talking about these three winners.

Cordially yours,

Carmel Myers

"How dare you perjure yourself for your husband?" shouts the District Attorney. *"By your own confession, this man never loved you—he only married you in a drunken lark. Try to sacrifice yourself in his place and you won't go to the electric chair, where your husband is going—you'll only go to jail!"*

That's the "big twist" scene in this new, absorbing, heart-touching Carmel Myers play—a suddenly developed surprise and a great, dramatic crisis that will yank your audience right out to the edge of their seats.

Book this sure. It gives you the whole reason why people love moving pictures.

Carmel Myers in "WHO WILL MARRY ME"

BOOK THRU YOUR NEAREST BLUEBIRD EXCHANGE

"The Hole in the Wall."

Nestor Comedy.

CAST.

Prof. Feunotes.....Fred Ardath
His Pupil.....Babe Nathan
Mr. Dobbem.....Bob Vernon
Mrs. Dobbem.....Jane Bernoudy

DOBBEM, an artist, nd his wife are driven almost frantic by the medley of sound which issues from the apartment of Professor Feunotes, a musician, next door. When some pupil is not essaying an instrumental effort others are having their voices cultivated. When Dobbem appeals to Feunotes to desist the door is slammed in his face. He tries to fight fire with fire by raising a hub-bub in his own apartment, but Feunotes only makes more noise than before. Dobbem finally bores a hole through the wall and tries to play a hose into the neighboring apartment, but Feunotes meets the emergency by stopping the nozzle with a drum-stick. Feunotes telephones for another of his pupils, a trombone player, who arrives in due time. The hose breaks in Dobbem's apartment owing to the pressure and drenches the janitor of the building, who telephones the police sergeant and his trusty men.

Not to be beaten so easily, Dobbem, the artist, goes out and hires the most atrocious band he can find and pays them well to play a blatant serenade beneath the window of his neighbor. The police arrive. The sergeant, at the request of Feunotes, investigates the hole in the wall by sticking his finger into it, only to have Dobbem, who believes it is Feunotes' finger, grab it in his teeth. The sergeant immediately orders an attack upon Dobbem's apartment. Dobbem, learning the truth, barricades his door, and while the police are endeavoring to enter he drives a plug into the hole and pastes wallpaper over it. When the police finally break in, Dobbem and his wife and her friend pretend to have been made deaf by the noise of the apartment next door. Not satisfied, the sergeant probes for the hole he previously encountered. Feunotes, on the other side of the wall, with a terrific blow dislodges the plug, which strikes the sergeant full in the ear. He becomes very angry and has a fight with Feunotes, in which Feunotes is finally vanquished. He then orders his men to cart all the musical instruments out of the place, and thus it is that Dobbem and his wife are assured of some peace in the future.

"Society Stuff."

(*Copyright*, 1919, *L-KO Motion Picture Ko.*)

MR. AND MRS. BUNCHA KASH are weary of the social whirl and decide to lead a simple life for a spell. They go to the seashore accompanied by their maid, Miss M. T. Dome and the hired man, Mr. Harold Hippo.

At the beach two neighbors are encountered in the persons of Bad Egg Bert and his brother Bill, who have been camping behind the bars. Now, Maisie, the maid, and Harold went hunting and got a poor little bear all twisted up as to whether to run or to just stand still and let them miss him.

But soon Mr. and Mrs. Kash grow fatigued with simplicity and each other's company and decide to return to the world and do so, leaving the servants to follow on the morrow. But hist! An invitation comes to a Grand Opening Ball of the Purple Peacock Club, and Maisee and Harold decide to go and impersonate Mr. and Mrs. Buncha Kash, wearing the family jewels. Here is where Bad Egg Bert and brother Bill come in and lively work is predicted for the private detectives at the ball.

Screen Telegram, No. 8.

"Over the Top" With Uncle Sam's "Gobs!"—Sailor rookies become dry-land tars before they ever get a chance to put to sea on a real battleship.—*Wisahickon Barracks, Cape May, N. J.*

Sub-Title.—If they don't get wet on board the "land ship" they get soaked well enough when at play.

Yankee Division Honors Dead Heroes.—Major General Edwards, who commanded the New England troops in France, presents the Congressional Medal of Honor to the father of Private George Dilboy, who died in action.—*Boston, Mass.*

Sub-Titles.—"With both legs and an arm shot off, Private Dilboy continued to work his machine gun, wiped out an enemy machine gun nest and saved his regiment from destruction."—Official citation. Sergeant Benjamin James, 101st Artillery, who saved his buddies at the risk of his own life, receives the Distinguished Service Cross.

SYNOPSES OF "THE HOLE IN THE WALL," "SOCIETY STUFF," AND SCREEN TELEGRAM, No. 8.

Annapolis Crews Out for Early Practice.—Naval Academy eights tune up for the coming big race with the University of Pennsylvania.—*Annapolis, Md.*

Dusky "Hell Fighters" Hold Victory March (Not in New York City Edition).—Colored troops of the 369th Infantry, formerly the 15th National Guard, take the metropolis by storm.—*New York City.*

Sub-Titles.—Governor Smith, ex-Governor Whitman and William Randolph Hearst, chairman of the Mayor's Committee of Welcome to Homecoming Troops. Marching through "Little Africa," where the colored folks turned out to the last man, the last woman, and the last baby, to cheer the valiant heroes of their race.

Where King Winter Reigns.—The small boys of the countryside find the skating races almost as irresistible an attraction as the annual circus or county fair.—*Saranac Lake, N. Y.*

Sub-Titles.—An interested spectator. Gasoline beats human leg-power. Thrills and spills.

"Flivver" Aeroplane Is Latest Invention.—Asa G. Kimball has finished his first "baby" flyer, which he says has cost him only $700, but will fly at fifty miles an hour and have a cruising radius of two hours.—*Sangus, Mass.*

Sub-Title.—Asa G. Kimball and his "flivver" of the air.

"New York's Own Start for Home (For Outside Editions).—Boys of the 77th Division march from their billets to entrain for a seaport town.—*Orges, France.*

Sub-Title.—Major General Alexander, commander of "New York's Own."

New York's Own Fighting Division Is On Way Home (For New York City Edition).—*Orges, France.*

Sub-Titles.—Exclusive pictures on the lads of the Metropolitan Division, heroes of the Argonne and victors of the Aisne and the Vesle, on march to embark for "the States." Major General Alexander, commander of "New York's Own." Inspection before the final review. They taught the Germans to "step lively!" and then pulled a "subway rush" on them in the Argonne Forest! "Take Me Back to New York Town!" is their favorite hymn.

Edith Roberts

in the cleanest—fastest Comedy Drama in months

"A Taste of Life"

Here's a picture that's like a sizzling, sparkling tumbler of champagne. Delightful comedy-drama, with enough of the plot and cross plot mix-up to hold any audience to the last flicker.

AND THAT'S NOT THE MAIN POINT ABOUT THIS PICTURE. In this production you get four stars . . . Edith Roberts, Smiling Billy Mason, George Hernandez and May Emory.

You can advertise it as an ALL-STAR CAST and it will go over splendidly. See it at your nearest Bluebird Exchange and you'll see its possibilities.

Released thru all Bluebird Exchanges

Current Events, No. 8.

Daredevil Jumper Breaks Ski Record.—Nels Nelson wins Canadian championship with phenomenal leap of 177½ feet in hair-raising contest in which several are injured—*Revelstoke, British Columbia.*

Sub-Title.—Nels Nelson, amateur ski-jumping champion of Canada.

Hoch! Somebody Hocked the Kaiser's Helmet.—To boost Victory Loan campaign, eighty-six thousand German headpieces, captured in a Teuton storehouse in France, are brought to America.—*New York City.*

American style! To "hel-lep" der ex-kaiser! They would not "hoch" the kaiser under any circumstances, but they might "hock" the helmets if they go broke. "Made in Germany," but worn in America!.

Anarchist Shoots French Premier.—George Clemenceau, the "Tiger of France," victim of a would-be assassin, as he appeared during a recent session of the Paris Peace Conference.

Sub-Title.—Clemenceau, despite his age, spent much of his time at the front during the terrible days of the war. He is here shown inspecting an American fighting sector.

Knights of Columbus Open "Rialto Hut."—Canteen for boys in service starts business in the heart of the "White Lights" district.—*New York City.*

Sub-Titles.—Looking out on the hurrying throngs of Broadway. Miss Margaret Laurence, Broadway theatrical star, entertains.

Scenes in Berlin During the Uprising of the Bolshevists (Not in Coast Edition) (Photographed by an officer of the U. S. Signal Corps).

Sub-Titles.—Followers of Liebknecht and Rosa Luxemburg pouring through the Brandenburg Gate into Unter der Linden in a Bolshevik demonstration. Street speakers harangue the mobs. It was shortly after this that Liebknecht and Rosa Luxemburg were killed and the Bolshevik counter revolt crushed by the Ebert revolutionary government. Gathering of Spartacus of Bolsheviki supporters in the Wilhelm Strasse. Count von Bernstorf, former Ambassador to the United States, and head of the German espionage system in America. The first American and Allied officers in Berlin. They are members of the inter-Allied Commission on Repatriation of Prisoners of War. The first American enlisted men to reach the German capital. Private "Buster" Taylor and John Talley, of Rexboro, N. C.

Great Atlantic Fleet in Winter Practice.—First pictures of Uncle Sam's powerful dreadnaughts in maneuvers since America threw her might against the Teuton in the World War.—*Gauntanamo Bay, Cuba.*

Sub-Titles.—"We are constructing a navy, and the work shall go on until we have the greatest navy in the world."—Secretary of the Navy Daniels. And the "Gob" is on the job all the time. Cleanliness is next to Godliness in the navy. A mighty floating fortress—the super-dreadnaught—upon which rests the preservation of our liberty and the sanctity of our homes.

Cartoon by Hy. Mayer.—"*How Has the Mighty Fallen.*"

Vanguard of Twenty-seventh Division Arrives (For New York City and State Editions).—Officers of the Headquarters Staff reach New York on board La Fouraine to arrange for coming reception to the boys of General O'Ryan's Division.—*New York City.*

Sub-Titles.—Lieutenant Colonel William Starr, of New York City, and Lieutenant Colonel James L. Kincaid, of Syracuse, N. Y. First officers of the 27th Division to return from France. Reverend Father Francis Kelly, the "fighting Chaplain" of the 27th Division.

New Screen Magazine, No. 3.

LITTLE things that you never in the world would have thought of are just what are found in the New Screen Magazine, Issue No. 3 of which is just about to make its appearance. For instance, have you heard about the new industry at 42d street and Broadway—fishing! Yep! And the movie men are going to surprise you with a little study in "black and white."

Italy—the land of beauty and spaghetti! Once more the tourist is lured to this country of soft moonlit nights and fantastic waterfalls. And right after seeing something beautiful it is well to laugh, or you might grow sad, so here is "just a smile or two that might appeal to all of you."

To the query, "Why pay the rent!" we reply, "Why, indeed?" Just watch the small business men and learn. Whether it takes a chimpanzee to do a "shimmie" right or not is nothing that is worrying New York. New York tries everything just the same. Oh, how could you!—be cross when friend wife only made you wait half an hour overtime while she finished dressing on the night when your best friend was married. Latest news from the WHOOZIT WEEKLY.

Hearst News, No. 8.

Out of the Skies on Skis!—Daredevil athletes compete at annual winter carnival of Dartmouth College.—*Hanover, N. H.*

Sub-Title.—An obstacle race on skis.

SYNOPSES OF CURRENT EVENTS, No. 8, NEW SCREEN MAGAZINE, No. 3, AND HEARST NEWS, No. 8.

Japanese Ships Reach for World commerce (Not in New York City or Coast Editions).—Mikado's Merchant Marine, of which the Malay Maru, docked here, is typical, enters into active competition with the trade fleets of America and Great Britain.—*Philadelphia, Pa.*

Sub-Titles.—Rice forms the main article of diet. How the Japanese sailors get those queer haircuts. They don't mind a few hard knocks.

France Bestows Honors on American Officers.—General Collardet, French military attache, confers the decoration of Grand Officer of Legion of Honor upon General Peyton C. March, Chief of Staff.—*Washington, D. C.*

Sub-Titles.—Major General Goethals receives the decoration of Commander of the Legion of Honor. Secretary of War Baker thanks the French government in the name of the American people. General March, General Collardet and Secretary Baker. Secretary Baker presents the Distinguished Service Medal to Major General Chamberlain, Inspector General of the Army. And Corporal Newell Davis, a patient of Walter Reed Hospital, receives Distinguished Service Medal for heroism under fire.

It's Peace-Time, So Navy Loses Its Nanny!—"First-Class Seaman William Goat" receives his honorable discharge on board the U. S. S. Kentucky.—*Boston, Mass.*

Sub-Title.—"Billie" gets his discharge papers and departs, leaving certain strong memories behind him.

Capture Entire Regiment (Omitted from New York City and Coast Edition).—But the captors are the mothers, wives and sweethearts of the lads of the 346th Field Artillery, composed of Spokane and Seattle boys.—*Spokane, Wash.*

Sub-Title.—Those who survive the Spokane attack fall victims to their relatives and friends at Seattle.

Surrendered U-Boats Puzzle Peace Conference.—Striking pictures of the German submarines in the Firth of Forth awaiting the decision of the Paris conference as to the disposition to be made of them.

Sub-Title.—Once dreaded terrors of the sea, which now may be sunk or divided among the Allies, as the Peace conference may decide.

"Indoor Sports," Cartoon by Tad.

Originators of the clean, bright, "dressed up" comedy of today that brings in the shining dollars....

LYONS-MORAN

STAR COMEDIES

UNIVERSAL FILM MFG. CO.

1600 Broadway, New York

Carl Laemmle, Pres.

SYNOPSES OF "A RACE WITH TIME," "THE BLACK HORSE BANDIT," and "CHICKEN a la KING."

"A Race With Time."

"THE LURE OF THE CIRCUS."
Episode No. 17.

CAST.

Eddie Somers.....Eddie Polo
Alice Page.....Eileen Sedgwick
Howard Mason.....Fred Montague
Richard Van Norman.....Duke R. Lee
Malcolm Somers....Charles Hill Mailes
Reynolds.....Sydney Deane

EDDIE swings himself up on the flat car and works his hands loose from the ropes with which the crooks have bound him. He drops off the freight a short way from his father's oil well. Meanwhile we see Somers engaged in conversation with oil speculators, who, having heard that Somers is drilling, make bids for his lease. Somers refuses to sell. Then Eddie arrives, closely followed by a court officer, who hands him a summons for his case in Weston—the matter of the $30,000 notes which Van Norman holds. Somers says he will sell in order that Eddie may pay the notes, but Eddie refuses to let him make the sacrifice.

Just then the drillers strike a gusher and the bids from the oil men reach a high mark, Somers finally closing with the Consolidated people for $500,000. He receives a check as deposit, and, giving it to Eddie, tells him he can make the court in time to pay off his notes and regain his share in the circus if he hurries. Eddie jumps on a motorcycle and starts out.

Meanwhile one of the bidders, who is in the pay of Mason, 'phones Mason of the sale and that Eddie is on his way to Weston. Mason and Van Norman stop at the circus and pick up a gang of men, whom they instruct to prevent Eddie from reaching the courthouse in time to pay the notes before judgment is passed against him.

Nothing stops Eddie in his mad dash for the courthouse. He rides over a large trunk which pulls up across the road, finally taking a jump, with the motorcycle, across a wide ditch, where the gang has pulled up to wait for him. His motorcycle is wrecked and he runs on, just ahead of the gang. Meanwhile Mason's lawyer is doing all he can to hurry the case. The gang captures Eddie outside the courthouse, but he breaks away and leaps through the window in time to answer the clerk's question: "Is the defendant present?" Mason and Van Norman leave at once for Pearl Harbor.

Coming from the courthouse, Eddie meets Andy, whom he has asked to search for Alice. Andy has been unable to find any trace of her, so he and Eddie go to Mason's. There Mason says he will give up and take Eddie to Alice. So Mason leads Eddie into a trap, a shack where his gang lives, and after searching him for the page, which Eddie has hidden in Mason's car, gives orders that the shack be blown up. Meanwhile Alice has been found unconscious on the road and carried to this same cabin. Mason decides this is the time to get rid of her as well.

Eddie is tied and a time bomb set to explode in three minutes.

"The Black Horse Bandit."

Two-reel Western.

CAST.

Dolly.....Helen Gibson
Hugh Manville.....Pete Morrison
Jack Morgan.....Vester Pegg
Dad Graham.....Buck Connor
Joe Graham.....Hoot Gibson

IN the little Western town of Jawbone, Bill Graham, the sheriff, is killed by a mysterious outlaw, who has been roaming the country. The citizens of Jawbone elect Joe Graham, his son, as sheriff. Joe, having been raised in the East, is somewhat of a coward and does not know how to handle the rough Western element.

Two strangers ride into Jawbone. One of them, Hugh Manville, rides a beautiful coal-black horse, while the other, Jack Morgan, rides a pinto. Both meet Dolly Graham, the former sheriff's daughter, and fall in love with her. A bunch of cowpunchers, learning of the new sheriff, come to town with the intention of "shooting it up." Joe, called upon to quiet them and stop the disturbance, shows his yellow streak and is afraid to attempt to stop them. Dolly, his sister, takes his badge from him, and, going to the saloon, quells the disturbance.

The country lives in fear of the "black horse bandit," who has repeatedly robbed the stage and made his escape, and the people are at a loss to understand his mysterious operations. The stage arrives at Jawbone after having been robbed by the bandit with the black horse. Attention is drawn to the fact that the only black horse in the country is the one which Hugh rides. Hugh, led to believe someone else is riding his horse, lays a trap for them. Joe sees Hugh ride from town on his black horse. Dolly also learns that Hugh is suspected and follows.

The stage is held up, but this time by Morgan, on his pinto. Hugh rides in and stops the hold-up, but Morgan escapes, and he and his companions meet Dolly coming from the town. Realizing that his plans have miscarried, Morgan takes Dolly from her horse and escapes to a deserted cabin with her.

Hugh locates her and, with the assistance of Joe, who redeems himself and who has arrived with a small posse, Dolly is rescued from Morgan and his companions. Morgan, mortally wounded, confesses that he had been stealing Hugh's horse for his hold-ups. Dolly, who had always been unable to believe that Hugh was guilty, gives herself to Hugh as his reward.

"Chicken a la King."

Lyons-Moran Star Comedy.

CAST.

Lee.....Lee Moran
Eddie.....Eddie Lyons
The Princess.....Beatrice Burnham

SYNOPSIS.

THE King of a small principality dies, and upon consulting the records in an effort to find the next in line to assume the throne and marry the pretty princess a picture of a man in uniform is found, with a brief record of his fighting achievements. The address is somewhere in America and a cablegram is dispatched forthwith.

The uniform that they thought designated a soldier was deceiving, for the original of the portrait is now found to be a policeman, with a wife and several children. Upon receiving the cablegram, however, he beats it to a liner to hasten to claim the throne. A young reporter with whom he has had several quarrels takes the same boat to visit the principality adjoining the one which has summoned the policeman to take the throne. They do not meet on the boat, but each finally arrives at his destination. The two principalities are in a state of war, and Eddie, the reporter, and Lee, the policeman-heir to the throne, are immediately involved in a series of court intrigues. Just at the moment that Lee is about to marry the princess and thus secure his right to the throne, his wife and children, who have followed him on the next boat, appear and hustle him away, while Eddie, who has fallen in love with the princess, marries her and is crowned king.

"I PLAYED TO 1740 PEOPLE SATURDAY {JAN. 18th}, That 'Busts' All Records—"

— My house seats 350. The nearest I ever reached this money was on a Saturday, State Fair Week.—H. M. Edwards, Minneapolis.

It was Mr. Edwards' first start with Installment Number One, with EDDIE POLO, in LURE OF THE CIRCUS. His theatre is located in down town Minneapolis, where nothing but transients ordinarily patronize. In a radius of three blocks there are 10 other theatres. It's the hottest hot bed in the whole country.

Assuming that the admission charge was 10 cents, the receipts would be $174.00. The cost was $10.00. The profits would then be $164.00. For one day, mind you.

If the business only holds during the run of LURE of the CIRCUS what it started with, 31,320 people will have paid to see this production, and at a 10c admission the gross would be $3,132.00, at a cost of $180.00, or a profit of $2,952.00.

In every single theatre where LURE of the CIRCUS has played the business has increased rapidly. In over half the theatres it has doubled. In Mora, Minn., our customer has already enough money in the bank to more than pay for the entire service, and this before he even started. Reports have come in so rapidly from those who are using this wonderful money maker, and the statements are so wild, that we are forced to make a sworn statement as to their authenticness, before some doubting exhibitor would believe.

With some exhibitors it has taken eight weeks to prove to themselves the money-making possibilities of LURE of the CIRCUS. It was necessary to absolutely show them.

LURE of the CIRCUS is like some other sensational money-makers. It took The Clansman six months to turn into The Birth of a Nation. It took LURE of the CIRCUS eight weeks to show some of its power.

Read some of the extracts sent from some of the enthusiastic exhibitors using LURE of the CIRCUS. You no doubt know some of these men. If you doubt their statements, write them. No man who has used LURE of the CIRCUS will give you a misleading statement. It's the duty of exhibitors to tell one another when things are good or bad. Just read what some of them say.

January 30th, 1919.

Universal Film Exchanges, Inc.,
Minneapolis, Minn.

Gentlemen: It may interest you to know that I was told positively to keep away from serials here.

However, I broke the house records for two years last night with THE LURE OF THE CIRCUS.

(Signed) C. E. WAUGHOP,
Scenic Theatre, Detroit, Minn.

January 25, 1919.

Universal Film Exchanges, Inc.,
Minneapolis, Minn.

Gentlemen: "The Lure of the Circus" is without a doubt the best drawing card I have ever had. I did not have to boost after the first two showings as my patrons did that for me. They recognized the merits and heart-gripping struggles of a real MAN against tremendous odds. (Signed) AL COWLES,
Motion Picture Theatre, Altoona, Wis.

Minneapolis, Minn.

AN ABSOLUTE STATEMENT *of* FACTS

SECURED FROM LETTERS AND STATEMENTS SENT TO THIS OFFICE FROM EXHIBITORS USING

EDDIE POLO IN "LURE OF THE CIRCUS"

Gentlemen: "The Lure of the Circus" is one of the most startling and interesting pictures chuck full of thrills and action and it holds your interest throughout the entire episode and keeps you on a keen edge for the next one. Did not need any special stunt for Polo because he has a large following here and is well liked by all the people young and old. (Signed) NED TWEEDEN,
Manager, Princess Theatre, Fargo, N. D.

Universal Film Exchanges, Inc.,
Minneapolis, Minn.

Gentlemen: "The Lure of the Circus" strikes a hit with the patrons. They like the summer stuff in winter and spring. Eddie Polo is the type of hero the war has made desired; men that can do things with their brains, hands, feet and body. It is a winner. (Signed) FRANK C. BUCKLEY,
Princess Theatre, Superior, Wis.

Universal Film Exchanges, Inc.,

Dear Mr. Bryson: Would you kindly send us

stuff being in every chapter makes it different from the ordinary serials. Eddie Polo is a wonderful business getter. (Signed) W. L. BUCK,
Waterville, Minn.

Universal Film Exchanges, Inc.,
Minneapolis, Minn.

Gentlemen: "The Lure of the Circus" is the best serial we have ever run. We started the serial on the third and fourth with zero weather prevailing and the house was packed to the doors and a big crowd waiting outside to get in. "The Lure of the Circus" proved a success for us and ought to for others. (Signed) ALEX KOIVENEN,
Manager, Rex Theatre, Chisholm, Minn.

Universal Film Exchanges, Inc.,
Minneapolis, Minn.

Gentlemen: Ran "The Lure of the Circus" night before last and it is a dandy. Hooking more on every time I run it.
(Signed) MRS. R. E. BRINKMAN,
Rex Theatre, Bemidji, Minn.

Universal Film Exchanges, Inc.,
Minneapolis, Minn.

Gentlemen: I am playing your serial "The Lure of the Circus," with Eddie Polo, and surely is a knockout. I have made some wonderful profits on your serials, but "The Lure of the Circus" has them all beat. (Signed) A. L. BROWN, Proprietor.
Manager, WM. LOOSE,
Unique Photo Play Theatre, St. Paul, Minn.

TO WHOM IT MAY CONCERN:

James V. Bryson, Manager Universal Film Exchange, Inc., Minneapolis, Minn., being first duly sworn, deposes and says that he has received a great number of letters from motion picture exhibitors, residing in this territory, and that said letters deal with those who are using the motion picture serial LURE OF THE CIRCUS, and that extracts appearing on this page are a part and extracts from said letters.

JAMES V. BRYSON.

Subscribed and sworn to before me this 31st day of January, 1919.

B. M. GOLDMAN.
Notary Public, Hennepin County, Minn.

My commission expires Feb. 19th, 1923.

---

are going to wake up the dead here Saturday day—if the weather permits.
Very truly,
La Crosse, Wis. F. L. Koppelberger, Manager.

Universal Film Exchanges, Inc.,
Minneapolis, Minn.

Gentlemen: "The Lure of the Circus" has been very good so far, and people are very much interested in it. I haven't run this serial long enough to realize its real worth, but from the first two episodes I have already run, it is going to be a winner.
(Signed) A. PONTERIO,
Colonial Theatre, Tracy, Minn.

Universal Film Exchanges, Inc.,
Minneapolis, Minn.

Gentlemen: "The Lure of the Circus" started off with extraordinary interested audience and by many it was apparently more appreciated than the regular program. I must compliment you on having produced this serial. It will take anywhere.
(Signed) W. M. FERGUSON,
Lyric Theatre, Crookston, Minn.

Universal Film Exchanges, Inc.,
Minneapolis, Minn.

Dear Sir: "The Lure of the Circus" has now run five episodes, and so far I think it is the best serial I have used and it has given splendid satisfaction.
Eddie Polo is known to every man. I opened with good business. (Signed) J. J. CLARK,
Crystal Theatre, Mass, Michigan.

WHY ARE YOU NOT ONE OF THESE?

Is it because you simply went to sleep?

Was it because you thought some other serial was better?

Were you waiting for business to pick up?

Did you think that people were tired of serials?

Would you intentionally let a money-maker get by you?

Can you believe long enough to ask for literature and prices?

Will you take us up on our guarantee that this serial is all we claim for it?

OUR ABSOLUTE GUARANTEE.

That Lure of the Circus is the fastest and best serial production made since THE TREY O' HEARTS, the production that never was equalled until LURE OF THE CIRCUS. If you must be shown before buying write us today and we will send you free of charge for your own satisfaction a synopsis 500 feet of Lure of the Circus, showing scenes from the first three installments, and if you wish to hold and show this film to your audiences, arrangements can be made.

REMEMBER

LURE OF THE CIRCUS can show to three times the people in 18 weeks in your theatre, what Barnum's or Ringling's can if they ever visited your city.

717-19 Hennepin Ave.
Phonks: Nic. 1644-1645 Main 3422

UNIVERSAL FILM EXCHANGE, Inc.

JAS. V. BRYSON
MANAGER

MINNEAPOLIS

THE BIGGEST, HUSTLING FILM EXCHANGE IN AMERICA

OMAHA
DES MOINES
SIOUX FALLS

SIX NORTHWESTERN OFFICES

MILWAUKEE
BUTTE
MINNEAPOLIS

BOOK THRU ANY UNIVERSAL EXCHANGE AND DO NOT DELAY. IT'S A CLEAN-UP.

The Entire Loew Circuit Books "A RAGTIME ROMANCE"

Some people say that "Marcus Loew is lucky," mistaking luck for good sound business sense. Marcus Loew isn't lucky. He's careful and shrewd, booking only comedies that please. That's why he booked "A RAG TIME ROMANCE" over his whole circuit. What wins in one house will win in all is his idea. Are you using your good judgment similarly? Any Universal Exchange will book you this new comedy winner.

IT'S AN L-KO

We've Opened
"The SEALED ENVELOPE"
Featuring
Fritzi Brunette
and have spread out a bunch of headlines that will help pack your house
"Even better than 'PLAYTHINGS,'—Fritzi Brunette's best previous photoplays," is the film critics' opinion of "SEALED ORDERS," Douglas Gerrard's new Bluebird feature.
"SEALED ORDERS" is a packet of entertainment with a thousand tingles and thrilly twists wrapped around a love story of unusual charm and sweetness.
A smashing and dramatic expose of social and political secrets in which Fritzi Brunette plays the part of an outcast slavey who later becomes the girl of dreams.
Suspense, excitement, romance in the great crook play, "SEALED ORDERS," starring Fritzi Brunette.
A drama of poignant human emotion, gripping through five big reels of highly dramatic photoplay in which you see Fritzi Brunette at her best.
Containing the essence of charm—the true element of mystery and the delights of beautiful love story is "SEALED ORDERS," the big crook drama, featuring Fritzi Brunette.
BOOK THRU YOUR NEAREST BLUEBIRD EXCHANGE

"You'd think the little imp had only stolen your heart—till you felt for your watch"

Priscilla Dean

"The Wicked Darling"

A UNIVERSAL SPECIAL ATTRACTION

Exhibitors say—"It's better than "The Wildcat of Paris"

WID says: "In calling attention to what Miss Dean has done, refer to 'The Wildcat of Paris,' her most recent offering, promising that this is a more interesting picture, with the certainty that no one is going to dispute your statement." Now, 'The Wildcat' is a clean-up! Book 'The Wicked Darling' for another and a bigger one!

"It was a case of a man's love or a string of pearls—and the pearls were the real thing"

Book thru your uearnest Universal Exchange, or communicate with the UNIVERSAL FILM MFG. CO., Largest Film Mfg. Co. in the Universe, Carl Laemmle, Pres., 1600 Broadway, New York.

The Moving Picture Weekly

VOL.8_NO.5
MARCH 22ND
1 9 1 9

Marie Walcamp in
"the RED GLOVE"

"You stole this money You thief!"

"Yaas, and you tried to get away with it by not letting me know yuh had it." Here is a situation that's as tense as steel cable. Unaware that she had any such money on her person, yet possessing $1,500 in bills, this accusing money threw her in a mesh of difficulties.

Where did she get it? Whose was it? Where did she have it? Here are questions that your patrons will try to answer if you—

Play this Feature for a Run

Fritzi Brunette
and wonderful cast in one of the greatest melodramas of the season

"The Sealed Envelope"

Handle this subject as it should be, with the ready prepared ads, posters and other props, and you can hold it for 2, 3 or 4 days and the crowds will grow. TRY IT AND SEE. See if our dope is wrong.

Book & Boost this Picture to the limit
Book thru any Bluebird Exchange

I'll scratch your back if you'll scratch mine. I'll save you some money if you'll save me some.

Here's the way:

Send for a Bluebird salesman. Make arrangements to book ten, twenty, thirty or forty of the Bluebirds that have been released during the past year but have never been shown in your neighborhood.

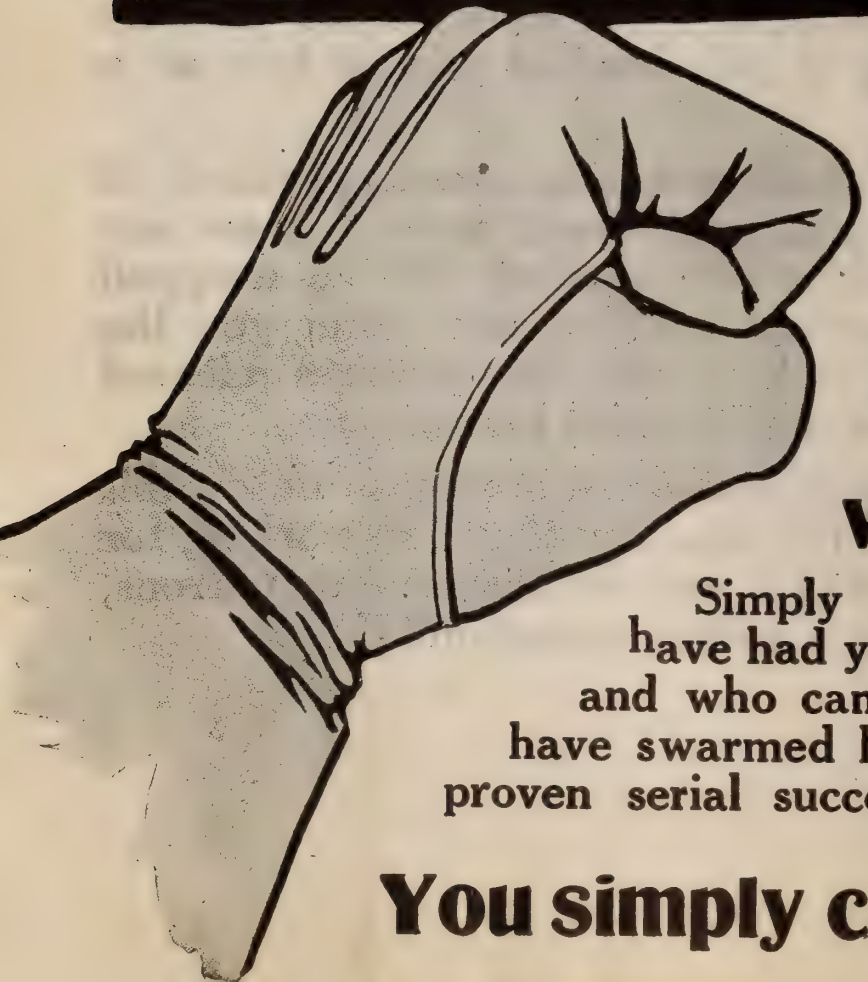
By booking so many at one crack and saving me the expense of sending the Bluebird salesman to you time after time, I'll make you a lower price on the whole lot of them than I could possibly make if you booked one or two at a time.

The Bluebird has an amazing record. It has produced fewer lemons than any brand on the market. We've dropped the lemons and we now offer you the very pick of the fine pictures released under the Bluebird brand.

If you're interested in release dates, this is not for you. But if you're working for PROFITS and to please your patrons, this is a golden opportunity!

A Flood of
That promises to smash
Now Coming from

"The RED



Going Up!!! Ne

Going Up like the thermometer on a broiling hot day. Going up-Up-UP with a flood of bookings that promises to surpass any serial this Company ever put out.

What does it mean?

Simply means that Exhibitors who have had years of experience with serials and who can spot a winner a mile away have swarmed like bees to get this great big proven serial success.

You simply cannot afford to a

Bookings

every Universal Serial record All Quarters on

"THE RED GLOVE"

er before such records

NEVER before such a rush of bookings, thus doesn't it stand to reason that "THE RED GLOVE," featuring the star of all serial stars—MARIE WALCAMP—must be the goods? Do you actually believe in these days of "show me," on the exhibitor's part, that exhibitors have booked blindly?

AND WHAT, AFTER ALL, IS THE ANSWER? Seeing this serial or the first few episodes—that's the answer. We urge you NOT to book any serial till you've seen some of "THE RED GLOVE." See your nearest Universal Exchange immediately, because

w these big profits to your competitor

NEAL HART

"The Picturesque"

Two Reels

IN

"The GUN RUNNERS"

BALANCE your program with these splendid two-reelers every week. Along with your feature, your news weekly, your comedy, and other pictures use one of these refreshing high-speed two-reelers.

People love these short, snappy stories of Western life and Western action.

No Company is putting out such consecutively good two-reel subjects as Universal.

Our specialty in days gone by, we have the "know how" of making a five-reel story in two reels.

Book every two-reeler that is released. See them at any Universal Exchange and

Book Through Any Universal Exchange.

An Open Letter to Mr. H. E. Ellison

RIALTO THEATRE, DENVER, COLORADO

DEAR MR. ELLISON:—

How do you like it when a Producer hands you a good picture and then clubs you into taking a lemon along with it?

Maybe they can't do that with you. I doubt whether they can, but how they are soaking hundreds who won't stand up and assert themselves!

In other words, by the power of the Star, you pay for an average of two pictures and get one good one. The Star has brought about that situation, but the Universal is rapidly changing it.

Today it's a question of good pictures irrespective of the Star, and today is Universal day, for we've leaped to the front almost at a bound by putting out all good pictures one right after another.

Our Universal Special Attractions are winners. Competitors admit it. Exhibitors everywhere are happy over it, for the Universal has never clubbed Exhibitors, but has always traded on a fair and equitable basis, giving 100 cents worth of value for every dollar.

We could have made millions by using the club. We haven't done so, nor do we ever intend to do so.

Our standard is good pictures, today, tomorrow, every day, and just as sure as the morning follows the night before, so surely will you awaken to the fact that the Universal is leading the procession on fine pictures, not merely fine pictures described as fine by any over-enthused advertising department, but classified as fine by exhibitors who pay for them, and by people who pay to see them.

Those who pay are entitled to judge, not those who get paid to boost them.

And you don't have to accept even the statements of exhibitors who have paid and people who have paid to see our pictures, but just depend on your own good eyesight and your own good picture judgment. That's all you need.

On that basis, go see Dorothy Phillips in "The Talk of the Town"—Harry Carey in "Roped"—Mae Murray in "Danger, Go Slow"—Mary MacLaren in "Vanity Pool"—Monroe Salisbury in "The Light of Victory"—Priscilla Dean in "The Wildcat of Paris"—"The Wicked Darling" and "A Silk Lined Burglar."

No pictures in series ever made begin to equal these for one hit right after another without a break. "Without a break"—get that?

Exhibitors everywhere are flocking to the Universal banner like old times. In every State, in every city, town, village and hamlet they're "looking up" again and looking sharp.

Would it be too much for you to review these Special Attractions mentioned above at our exchange in your city? Please do so and let me have your own personal opinion.

Cordially yours,

Carl Laemmle

Instead of days.

"Dorothy Phillips places herself at the head of American moving picture stars." —Leonce Perret. "Dorothy Phillips does as fine work as we have ever seen on the screen."—N. Y. Tribune. "Dorothy Phillips, the American Bernhardt."—Photoplay. "Dorothy Phillips is splendid."—Zit in N. Y. Journal. "Dorothy Phillips makes you gasp."—Chicago Daily News.

Dorothy Phillips in

Allen Holubar's Super-Production
The Picture that will Live Forever

Released thru
JEWEL
Productions inc
1600 B'way N.Y.

"The HEART of

It plays Weeks

7 weeks at the Broadway, New York
4 weeks at the Shubert, Minneapolis
3 weeks at the Royal, St. Louis
2 weeks at the Alhambra, Toledo
2 weeks at the Tudor, Atlanta
3 weeks at the Holman, Montreal
and
HARRY POMEROY says "probably a fourth"

READ HIS WIRE

HEART OF HUMANITY IN MIDST OF SECOND WEEKS SUCCESS FUL RUN. HAVE REBOOKED IT FOR THE THIRD WEEK. ANTICIPATE RUNNING A FOURTH, THE LONGEST RUN OF ANY ATTRACTION EVER SHOWN AT ANY FIRST RUN HOUSE IN MONTREAL. CONGRATULATIONS! ABSOLUTELY THE GREATEST ACHIEVEMENT IN THE HISTORY OF MOTION PICTURES!

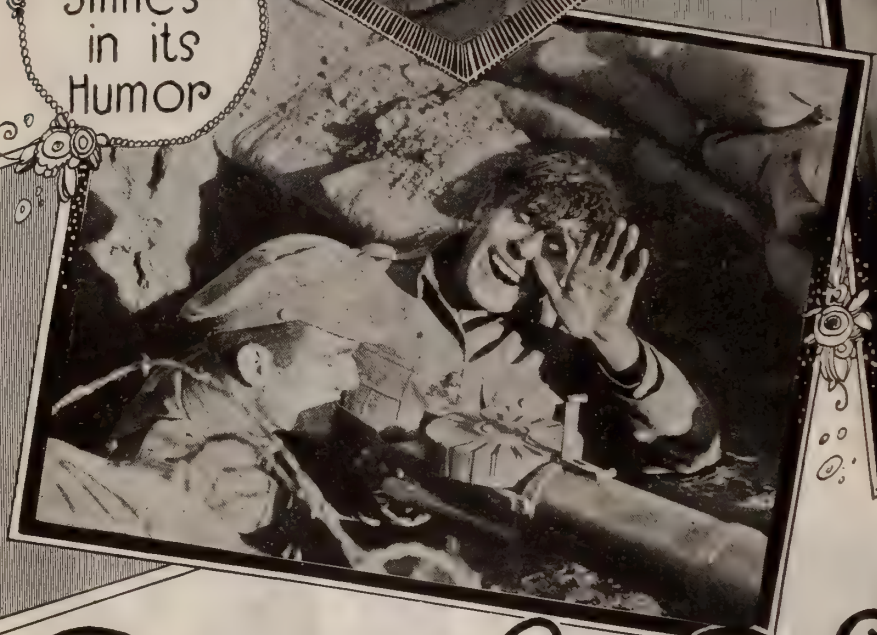
HOLMAN THEATRE
HARRY POMEROY MGR.

"HUMANITY"

"Thrills, heart throbs, tears, smiles—all these emotions"

The Pathos of its Mother Love

The Smiles in its Humor



Dorothy Phillips

American's Foremost Emotional Actress in

are given expression in this, the very best of the best"

—Screen Opinions

The Thrills of its Mad Scene

The Tears for the Homeless

The Heart Throbs of its Home Scenes

Allen Holubar's Super Production

"The HEART of HUMANITY"

The Picture that will live forever. Released thru Jewel Productions, Inc.

THE MOVING PICTURE WEEKLY

A MAGAZINE FOR MOTION PICTURE EXHIBITORS

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WHO WANTS A CENSOR?

A SOLID PROTEST FROM FAR JAPAN.

(From an article in the Cleveland Plain Dealer, by Marjorie Daw.)

ALL the way from Japan comes a protest from an indignant American patron of the photoplay about the stupidity of film censors.

On the back of a program from the Komparu Theatre at Tokio came this cryptic letter to Carl Laemmle, of the Universal Film Company, proving that even in the Orient exhibitors of American films are having trouble with the Nipponese film cutters. According to this fan's complaint the Japanese film censors are often more severe in their treatment of a picture than the boards of censorship in the United States.

Says he: "I have been a constant attendant at the Komparu Theatre for eighteen months and I find there is but one thing that does not permit of my complete enjoyment. It is the work of the Japanese film censors.

"Why should these men, knowing little about the ways of western civiliation, be allowed to hack to pieces the masterpieces of film production? Why, indeed, should they find it necessary to cut a film which has already been passed by the national board of censors? No one can say that the national board does not know its business. They are westerners, and as such they know better how to examine and censor films of western origin.

"Why should there be another set of censors, narrow-minded and ignorant of occidental manners and customs, who are permitted to take all the beauty out of western pictures? Is it because the morals of the Japanese are lower than those of the occidentals, making scenes and subjects that are safe in the hands of the latter dangerous in the hands of the former?

"Or is it because some one announced that the film industry simply must have a board of censors? I allow that if Japan really requires a board of censors, why, let its wish be gratified, but for heaven's sake tell the censors to hack their own films and not other people's."

The Komparu Theatre in Tokio is one of the best motion picture houses in the Orient. The program for the four days beginning New Year's Eve, for instance, consisted of a special overture, an animated weekly, an episode of "The Bull's Eye," featuring Eddie Polo; a comedy, featuring Gale Henry and Hughie Mack, entitled, "Cooks and Crooks," and after an interlude with a popular Japanese ballad the feature, "The Girl Who Wouldn't Quit," in which Louise Lovely was starred.

Film fans of Ohio who think that the local censorship board does dire things to pictures should consider the probable effect of a board of Japanese film censors doing the cutting, and take heart.

MISS KELLY EXPOSES A CENSOR PROPAGANDIST.

KITTY KELLY conducts a column in a Chicago compendium of knowledge called the Chicago Herald and Examiner. Besides being a critic of discernment and enjoyable method Miss Kelly is a staunch supporter of the moving picture art and a watchful guardian of its interests. A censor more or a censor less is of small importance to Chicago, which has them to spare, but when an avowed propagandist of repressive cult came to town Miss Kelly thought it high time to let the searchlight of publicity in on this Rodek of the motion picture bolshevism. Here is what she says:

KITTY KELLY'S COLUMN

DON'T YOU PITY PENNSYLVANIA?

A prophet came out of Pennsylvania, Ellis P. Overholzer, and projected his practice of State censorship into the Illinois iris through the City Council's censorship committee the other day. Mr. Overholzer, secretary, and one of three members of the Pennsylvania board appointed by the Governor, explains that he is a university man, "something of a historian," once a teacher and once a dramatic critic, and he is out abroad in the country urging States immediately to pass legislation for State censorship, so that the censors may get together in a "congress" and tell producers what is acceptable and what isn't.

And these are some of the statements this gentleman, who had oversight of 12,000,000 feet of film last year, made:

"The moral character of pictures is not improved; temporarily there has been some little betterment since the war's end in the development of comedy drama, but I do not expect the condition to last.

"The fact that our rulings are subject to the revisions of the courts of common pleas a little deters us from doing as much as we should like to do, for we do not always find the courts with us."

Mr. Overholzer lamented that a censor board should be subject to any such court, but grievously admitted that he had been informed it couldn't be legally avoided.

Mr. Overholzer accused the picture people of doing everything possible through their titles to get people into the picture theatres! And he read a long list of "lurid names" compiled about three years ago! The only modern one he mentioned was "Virtuous Wives," Anita Stewart's success made out of Owen Johnson's best seller novel. "We had to let that go through. I understand it's the name of a book, and we have to allow some leeway when a book title has been used," he admitted.

When speaking of the influence of the motion picture on the country more than on the city he asserted that "the women who used to wear old-fashioned clothes now go around in clothes modeled after Madame Petrova."

Alas, for the judgment of the omnipotent Overholzer! That he should have picked the form-molded, taper-waisted togs of Petrova to saddle on the country cousins when he had such as Billy Burke, Mary Pickford, Norma Talmadge and dozens more to set for his fashion leaders. He made a real faux pas there!

And here is his crowning sentiment: "Of course, I approve of pictures under the law, but there are scarcely any that I really approve of."

Now, really, ought the world's greatest amusement be put into the hands of any one or any body of people so unappreciative of it, and so out of sympathy with it, who sees only the bad of it, and is blinded to the good and the promise?

Would you who enjoy seeing pictures like to see them under the thumb of Ellis P. Overholzer?

MONEY is always money, but pictures are not always good just because they're new. Play the registered, certified sure-shots that have packed houses everywhere, and no one will ask you if they're six months old, or ten. All they want is good entertainment—all you want is their satisfaction and their money. And you or they won't find any four pictures anywhere that are better than these four famous Jewels.

JEWEL Productions INC
1000 Broadway New York City

DOROTHY PHILLIPS

in

"PAY ME"

A Cyclonic Western Drama.

CARMEL MYERS

in

"SIRENS of the SEA"

A Dream of Fair Women.

ELAINE HAMMERSTEIN

in

"The Co-respondent"

Love in the Newspaper Business

HERBERT RAWLINSON

in

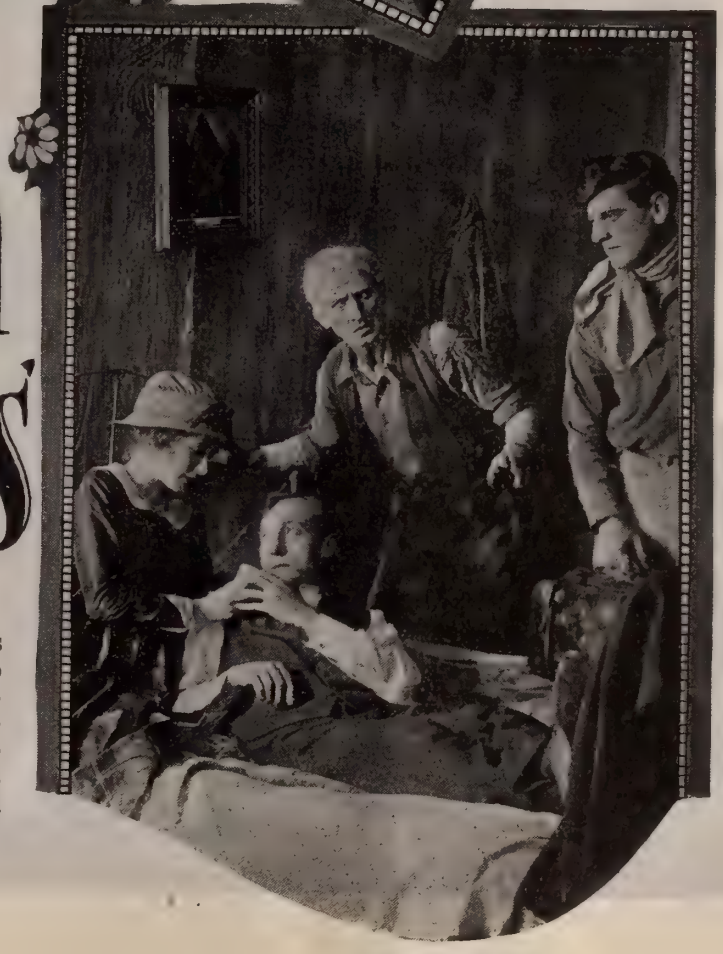
"COME THROUGH"

The Screen's Greatest Crook Drama

(Mildred Harris) Mrs. Charlie Chaplin

No longer do we have to publish testimonials as to the capacity business which Mildred Harris always plays to everywhere in the whole United States. You know what her drawing power is and how Lois Weber, the Belasco of the Screen, directs. All you need after this is a short description of the story.

"WHEN A GIRL LOVES" is the story of a girl who believes in a man in spite of himself.



in When a Girl Loves

A bandit of the lawless West, "Eagle Ryan" assumes the character of the girl's minister father in order to steal—but is turned from his purpose by her unfailing faith, even though she has learned his true character. Needless to say, Mildred Harris makes the girl one of the most appealing figures that the screen has seen. Show "WHEN A GIRL LOVES" at your first opportunity. See it at your nearest Jewel Exchange.

JEWEL Productions Inc
1600 Broadway New York City

A Real Actress

From every quarter of the country the appreciations of Priscilla Dean come pouring in. Get these, from four theatres, thousands of miles apart:

Plaquemine, La.

"Priscilla Dean established herself firmly with my patrons in 'The Wildcat of Paris.'"

LIONEL DELACROIX, Theatre Wilbert.

Everett, Wash.

"Miss Dean is rapidly becoming one of the great stars of the screen."

A. J. JENKINS, Apollo Theatre.

Sherman, Texas.

"I would advise every exhibitor to book Priscilla Dean."

H. O. JONES, Washington Theatre.

Milwaukee, Wis.

"Priscilla Dean is certainly some star. Have signed for balance of Priscilla Dean productions."

R. A. WETTSTEIN, Toy Theatre.

IF YOU'RE NOT SHOWING PRISCILLA DEAN IN "THE WILDCAT OF PARIS" YOU'RE MISSING ONE OF THE SUREST BETS OF THE YEAR.

Priscilla DEAN

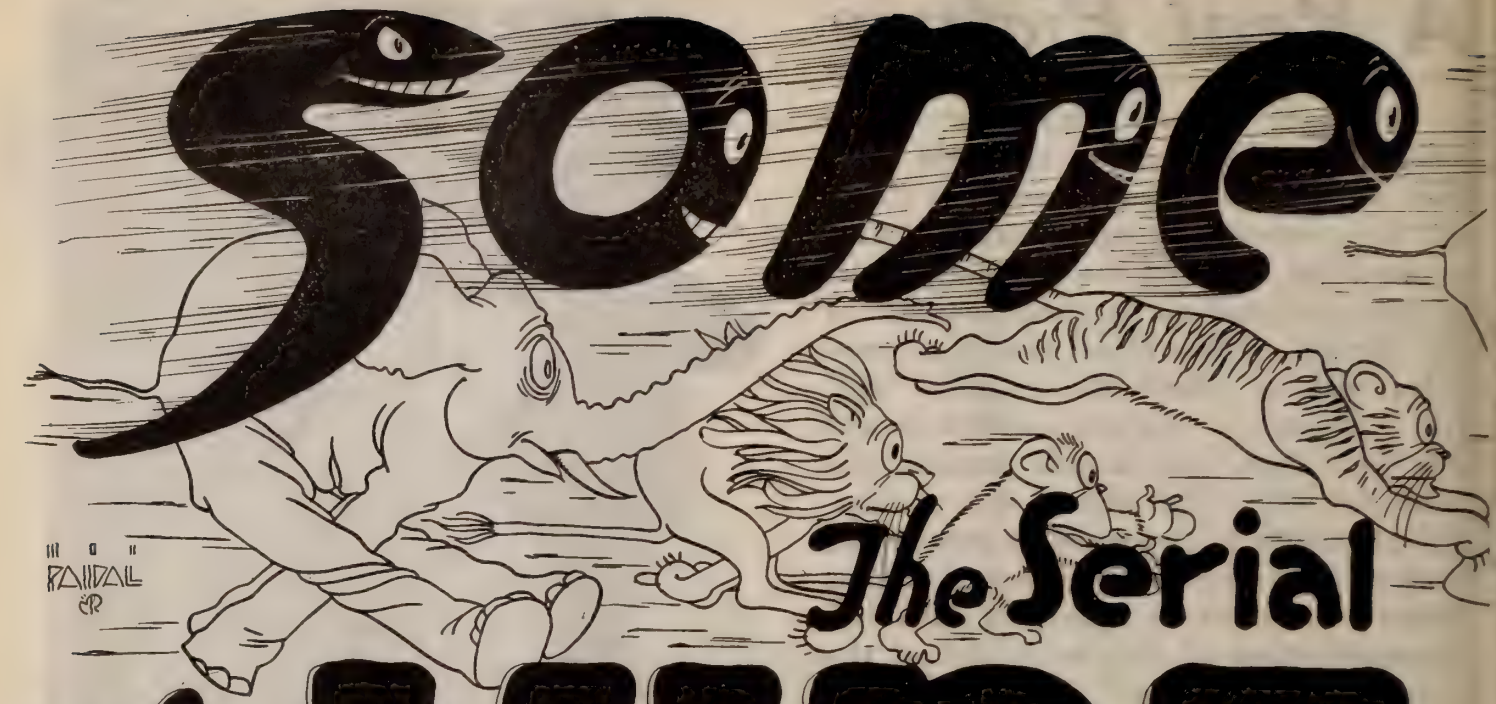
IN THE WONDERFU
UNIVERSAL
SPECIAL
ATTRACTION

A Real Picture

The St. Louis Republic says: "With Priscilla Dean in the title role, this terrific story of a modern Joan of Arc, who led an Apache band against the Huns at the gates of Paris, proved enthralling to great crowds at the Strand. Miss Dean enacts a powerful role in which she is never still for a moment. Great passion sways her very soul, and in this passion she finds herself. The drama is a masterful production, beautifully conceived and wonderfully well directed. Miss Dean's support is splendid and her interpretation of this wild girl of the slums is enthralling."

Practically every exhibitor who has played "THE WILDCAT OF PARIS" has either held it over or tried to hold it over. That's because this really remarkable picture means big, new money and a big, new star. See it without fail at your nearest Universal Exchange.

UNIVERSAL FILM MFG. CO.
1600 Broadway, New York
Carl Laemmle, President



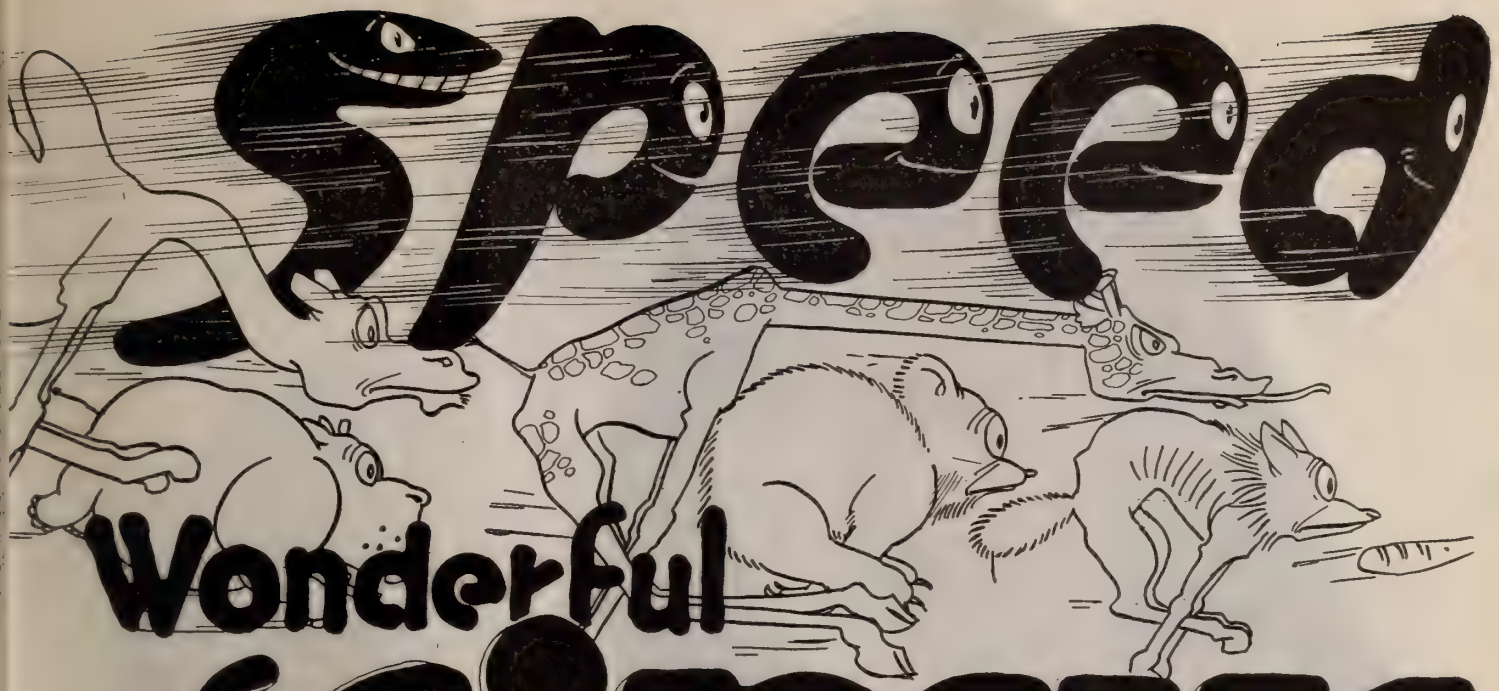
The Serial

The LURE

It is CLEANING UP

If you kept getting letters from scores of your patrons, day after day, telling you how highly pleased they were with your theatre, the pictures, the atmosphere of the place, etc., etc., etc., you'd feel convinced that your show house and your pictures were right, wouldn't you? That would be tangible evidence, because you were hearing from the people who paid you good money. Put yourself in our position and you would advertise—"THE LURE OF THE CIRCUS" exactly as we do, for we get stacks of letters every day from Exhibitors who have played, and are playing "The Lure of the Circus," and are cleaning up with it.

Prove it to yourself ... Go and see all or part of



Wonderful of the CIRCUS

for EXHIBITORS

Here's one sample letter taken from dozens that come in daily: "From every point of view, we regard 'THE LURE OF THE CIRCUS' the greatest success we ever ran. Sedalia audiences are extremely critical, and we feel sure that any picture that pleases here will please anywhere. Each instalment has attracted additional people that mean much to us." (Signed) W. J. Brill, Lona & Electric Theatres, Sedalia, Mo. "The Lure of the Circus" is going over like wildfire everywhere. No money-getter like it on the market, except Marie Walcamp in "THE RED GLOVE," which is also a tremendous winner.

his Serial at your nearest Universal Exchange

Simply Adorable!

PRISCILLA DEAN

in "The WICKED DARLING"

The Universal Special Attraction that is shooting her star to the zenith. Dont miss it on any account. See it today at your nearest Universal Exchange.

1600 Bway: NEW YORK

UNIVERSAL FILM MFG. Co.

CARL LAEMMLE PRESIDENT

"How could I marry you — when always the Hun's child stood between?"

The Photo-Play Sensation of the Year

"AFTER THE WAR"

THERE is a well-known man-and-wife problem in Europe today, resulting from the social chaos of the war, which is richer in dramatic situations that anything in the world's history. It is this amazing situation which is the subject of this great human drama—a picture superbly staged, splendidly acted, absorbingly interesting—without suggestion of anything unclean and yet tremendously powerful in every scene. See it at your nearest Universal Exchange today. You'll book it without fail.

UNIVERSAL SPECIAL ATTRACTION

Story by Eugene B. Lewis.
Directed by Jack Ford.
CAST.

Cheyenne Harry	Harry Carey
Black Michael	Joe Harris
Kate McDougal	Neva Gerber
Angus McDougal	Mark Fenton
The Priest	J. Farrel McDonald
Indian Girl	Princess Neola May

THE STORY.

CHEYENNE HARRY, wanted for cattle-rustling, escapes across the Canadian border not more than two feet ahead of the posse that is chasing him. He drifts to an Indian camp and finds it illuminated by the gracious presence of an Indian maiden whom he immediately favors with his bashful attentions. Then comes Michael, a half-breed whiskey runner, who enters camp with a keg of firewater and a raging fever of jealousy. He tells the Canadian Northwest Mounted Police that Cheyenne Harry is in camp.

Harry leaves the camp in a canoe which he borrows from a missionary father. As he leaves the water around him is spattered with bullets from the rifles of the police. In due time he arrives at the local store of the Hudson Bay company. Kate, the lovely daughter of the factor or manager, is trying to escape the clutches of Michael, the whiskey runner, who seems to divide his crimson love between the white girl and the Indian maiden. Harry steps in and is getting along famously with Kate when Michael steals her, taking her to a little woody delta in a rushing river. Harry pursues and beats the half-breed in a terrific fight. The half-breed falls from a cliff. Before he dies he confesses to the murder of an Indian whom the authorities believe Cheyenne Harry to have killed.

Harry and Kate agree to marry.

ADVANCE NOTICE No. 2.

"OUT of the frying-pan into the fire" is what happens to Harry Carey when he dodges the law and skips into Canada in his big new picture called "A Fight for Love," which comes to the ..... theatre on ..... But it stands to reason that if you are a cattle rustler and have a posse at your heels and land in an Indian camp where the big chief's word is law, it stands to reason that things are going to be lively.

Both story and scenario are by E. B. Lewis, and Jack Ford is the producer. Neva Gerber plays opposite to Harry Carey, and that is sufficient good news to attract many. Both Joe Harris and Neola May, a real Indian Princess, do excellent work.

STORY and PUBLICITY MATTER for "A FIGHT For LOVE"

"A FIGHT FOR LOVE."

Criticism No. 1.

THE fierceness of primitive love and primative passions is ably portrayed in "A Fight for Love," playing at the ..... theatre. Back we go to the hair-raising days when the Indians and white men traded and when a man's life was worth no more than a pistol-shot. Harry Carey, as Cheyenne Harry, never acted a more superb role. Every drop of fighting-blood he has (and thousands of devoted audiences throughout the country know what a fighter Harry is) is up in this picture. And they say that "the bravest are the tenderest, the daring the most loving," so you can well imagine that the love scenes are as vital and thrilling as any you have ever seen on the screen.

Neva Gerber, as Kate, the whiskey runner's daughter, is "every inch a woman," and quite worth the "fight for love," Cheyenne Harry thinks. Her wildcat defiance of the Indian half-breed, when she is taken to a little island, brought a storm of applause. Seldom has a more cruel and more fear-inspiring character been invented than that of Michael, and Joe Harris acts his role to perfection. As the daughter of the chief, Neola May has scored a triumph. All of the drama of her ancient ancestress, Pocahontas, is instilled into the part which she plays as the Indian girl. You can't afford to miss this tremendous picture.

ISN'T it just like the contrariness of life that a man who is so bent on evading the law as Harry Carey in his pictures, where he is continually holding up stages, cattle rustling and outlawry in general, should be a crack lawyer in reality? Harry Carey knows all the law there is to know. Maybe that's why he is such a clever outlaw in "A Fight for Love," coming to the ..... theatre next week.

FOR YOUR HERALD.

CHEYENNE HARRY may have been innocent of cattle-rustling, but he surely exhibited a world of speed for an innocent when he beat the sheriff's posse to the Canadian border by two feet. Once over the border the posse was powerless, so Harry sat in the shade of the international monument and rolled a cigarette. When the sheriff failed to catch him in a cleverly twirled rope he led his men back into the cattle country and left Cheyenne Harry to play hide-and-seek with the famous Canadian Northwest Mounted Police.

At least twice a day it seemed as though Cheyenne would be captured by the C. N. M. P., as the organization is known; shot by whiskey runners, stabbed by a half-breed or hurled over a cliff by one of the whiskey runner's gang, but he escaped in a marvelous smoke-screen of luck and lives to win the love of a mighty pretty girl.

To tell more of A Fight for Love," the photodrama in which Harry Carey stars as "Cheyenne Harry," and wins new fame, would be to spoil his greatest Universal production.

ADVANCE NOTICE No. 1

REFUSING to marry a girl to the wrong man because he knows that man is guilty of murder, the priest, in "The Fight for Love," coming to the ..... theatre, on ....., turns the course of events in favor of Cheyenne Harry, ex-cattle rustler and fleer from justice. But just this turn of events meant everything to Cheyenne Harry, for it enabled him to win the love of the glorious Canadian Kate, and to prove his innocence of whiskey running. A picture more vibrant with life cannot be imagined than this one, whose setting is the great Canadian woods, where white men and Indians meet over trade and liquor. There is the clash of law and outlaw, the clash of Indian and white man, and the clash of two fierce men, who love the same girl. In short, it's red-blooded life from start to finish. All lovers of Harry Carey pictures and all who like vivid pictures of real life must not miss this.

ADVANCE NOTES

IF you've ever seen Harry Carey make "ten redskins bite the dust," or if you've ever seen him in pictures where certain hard characters are made to "lick his boots," so to speak, you ought to see him with his happy family of pups, with the mother dog licking his face. This Dr. Jeckyl and Mr. Hyde will appear in "A Fight for Love" at the ..... theatre on .....

HARRY CAREY
in "A FIGHT for LOVE"
UNIVERSAL SPECIAL ATTRACTION
RAIDALL

--A mad escape over the Canada Line

--a grin at the discomfited Sheriff

--a Cigarette

--then whimsical, lovable, human Cheyenne Harry starts off unperturbed on a gay Adventure that,- unknown to him, is going to win his vagabond heart a Home.

HARRY CAREY

"He began to see the Light at Last."

Folks are growing mighty fond of Harry Carey. His isn't the super-deadly stuff that would make him always the deadly same. Carey's different with every picture, simply because he's a good actor. And yet there's always the inimitable Carey flavor in every move he makes. He gets 'em because he lets 'em in on the joke. His love-making isn't grim lipped—it's gayly debonair—yet when there's quick-trigger work to do Harry's the real peruvian doughnuts thru and thru. Up in Portland, Oregon, Armstrong of the Strand says: "I only wish I could have him every four weeks as I surely could depend on a banner time."

Go see Harry Carey today in "A FIGHT FOR LOVE." It's new, fresh, human-stuff!

"I'd do a long turn for the sake of stillin' your rattles"

"A FIGHT for LOVE"

"Me bein' a perfect stranger I can't say what this Article is!"

UNIVERSAL SPECIAL ATTRACTION

Book through your nearest Universal Exchange or communicate with the

UNIVERSAL FILM MNF'G. CO.

Largest Film Mnfg. Co. in the Universe

CARL LAEMMLE, President

1600 BROADWAY NEW YORK

UNIVERSAL SPECIAL ATTRACTIONS

Priscilla Dean

"The WILDCAT OF PARIS"

"The WICKED DARLING"

Monroe Salisbury

"The LIGHT OF VICTORY"

Mary MacLaren

"VANITY POOL"

"CREAKING STAIRS"

PUBLICITY for HARRY CAREY in "A FIGHT FOR LOVE"

PUTTING IT OVER.

STRESS the point, that "A Fight for Love" is a different kind of a Harry Carey picture. In addition to the usual amount of punch that Carey pictures have, this one is an international drama. Part of it takes place in Canada and part in the United States.

The Indian life shown is superbly picturesque and the Indian-white man scenes of friendliness and strife never fail to attract the movie-going public, because it means good, swift action—American to the core.

The fact that the cast is small concentrates interest on the story, which is an unusually thrilling one. Lots of people are not only familiar with the name of Neva Gerber, but are devoted to pictures where she has a good part. Feature the fact that Harry Carey has a truly wonderful support in Neva Gerber, who plays opposite him. Joe Harris and Neola May are favorite names with many people, too. Neola is a real Indian Princess.

Draw attention to the vital part which the priest plays in saving first a murderer, in keeping a terror-stricken girl from life-long unhappiness and, lastly, in clearing an innocent man.

ADVANCE NOTES.

Everybody knows that Harry Carey will get anything he starts out to get, so you can be good and sure that his "Fight for Love" is successful. But no man had to overcome more obstacles to win his fight. And you won't know how he managed it until you see "A Fight for Love" at the ..... theatre on .....

When Jack Ford, Harry Carey's able director, in "A Fight for Love," was "shooting the picture," he looked like one of the worst "bad men" in Harry's gang. But it was all because he hadn't shaved for several weeks. Why? Poison ivy!—from too much intimacy with the real outdoors, which is one of the things this picture is famous for. It's going to be at the ..... theatre soon.

"Pocahontas" May, the Indian Princess (really Neola May), in "A Fight for Love," almost became the real heroine of the play, by mistake. Sparks from her Big Chief father's fire caught in the feathers in her hair, and she narrowly escaped injury. She will win your undying gratitude for saving Harry Carey in "A Fight for Live," coming to the ..... theatre on .....

Advertising Catch Lines

"Marry you?" he laughed. "Why should I?"

He crossed the international boundary line about two feet in front of the posse.

See how the bootleggers operate in dry territory.

The man took a chance. The woman trusted. Who lost?

Did you ever see a real war drama? There's one in "A Fight for Love."

A shotgun wedding is no place for a bashful bridegroom.

They pledged their love in the sanctuary of the brooding pines.

The love for her dead Indian sweetheart sealed her lips.

The Queen of Hearts and the Jack of Spades never made a pair.

Three real Indian actors in "A Fight for Love."

Don't give whiskey to an Indian unless you can fly.

The love he kindled was his funeral pyre.

Would you marry a rolling stone—but think of the polish.

Cheyenne Harry invades Canada.

Harry Carey's mile-a-minute melodrama.

Just the sort of story Ralph Connor might have written for Harry Carey.

His Crimson Love reached out for the Factor's daughter.

ADVERTISING PUNCHES.

1—The name of the star and the photodramatic action it guarantees.

2—Views of Bear Valley, southern California's famous mountain resort, where many of the scenes were taken.

3—A relief from the stuffy locale of problem plays and a trip into the eternal woods.

4—The weird Indian rites that are shown in the picture, including the war dance and the love dance.

5—A glimpse of the famous Canadian Northwest Mounted Police in fast action.

6—The strange theme in which cattle-rustling, whiskey running, good love and bad love influence the lives of the principals.

7—The appearance of Neola May, a genuine Indian princess.

8—The battle on a cliff between Carey and the half-breed, the latter tumbling to his death.

AT A GLANCE.

STAR—Harry Carey.
FEATURE—"A Fight for Love."
PREVIOUS HITS — "Thieves' Gold," "The Scarlet Drop," "Straight Shooting," "Hell Bent," "Wild Women" and other screen successes.
DIRECTED by Jack Ford.
STORY AND SCENARIO by Eugene B. Lewis.
SUPPORTING CAST—Neva Gerber, Joe Harris, Princess Neola May, J. Farrell McDonald and the famous flying squadron of Carey cowboys.
LOCALE — The Canadian boundary line. The great north woods. A Hudson Bay store. The headquarters of a division of the Northwest Mounted Police. An Indian camp.
TIME—A decade ago.
THUMB-NAIL THEME — The story of a cattle-rustler, who, pursued by a sheriff's posse, escapes to Canada, and there after many adventures with the Indians and whiskey runners wins the love of the belle of the trading post.

STRIKING POSTERS

FOR

"A FIGHT for LOVE"

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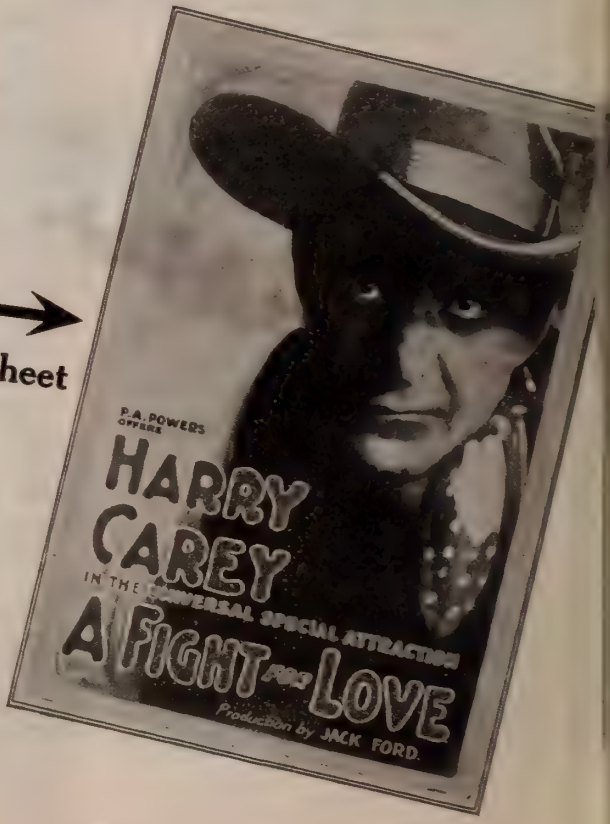

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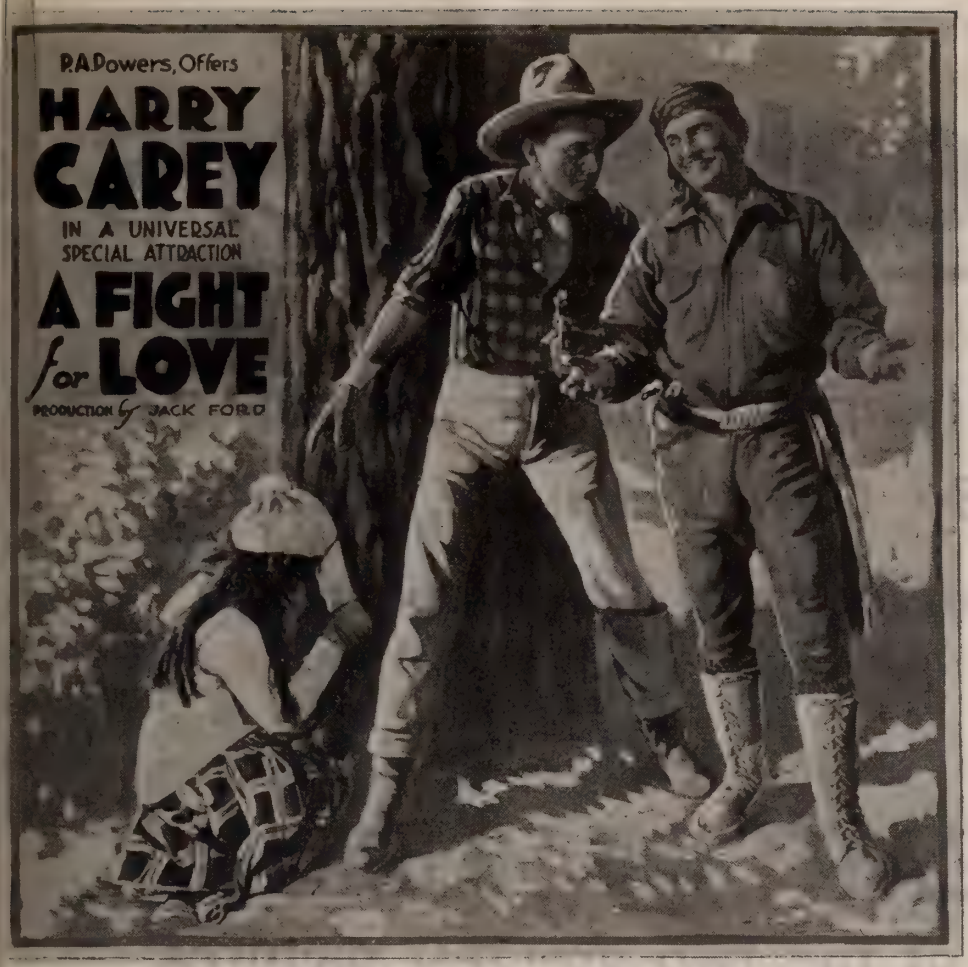

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No Weak Sisters

No. 229 Straight from the Shoulder Talk By Carl Laemmle, President, Universal Film Manufacturing Company.

If the "HEART OF HUMANITY" is one of the two greatest pictures ever made--and that seems to be the unanimous opinion of those who have seen it--it ought to interest you in all other Jewel Productions and Universal Special Attractions.

You have missed some mighty fine pictures if you have not shown EVERY Jewel and EVERY Universal Special Attraction. You have missed pictures that have made and are making remarkable profits for exhibitors everywhere.

The "Universal has shown greater improvement in quality than any concern in the picture business during the past year." Mr. Holubar's picture, "The Heart of Humanity," is not the only evidence of this amazing improvement, by a long shot. Run your finger down the list of Jewels, and then run it down the whole list of Universal Special Attractions, and you won't find a single weak sister in the lot.

Because of its wide experience, the Universal OUGHT to know more about what you need than anybody does, and most modestly I will admit that the Universal does know. And it puts that knowledge on the screen, right where it will do you the most good.

It's rather odd and a little bit funny to note how some of the exhibitors who have been star-nutty are now "discovering" that the Universal is making the kind of pictures that they need in order to get real profits.

I don't know of a time in the Universal's whole history when we received such avalanches of congratulatory letters and telegrams as we have been receiving during the past few months. Big exhibitors who gave us the cold shoulder not so very long ago are now speaking right out in meeting like regular humdingers, telling us that we're making the finest pictures on the market.

This is all very nice. We don't mind it a bit. We don't even cringe under this patronizing condescension. We don't care a tinker's dam how you wake up, so long as you do wake up to the fact that there's BIG PROFIT AND REAL PRESTIGE FOR YOU IN JEWELS AND UNIVERSAL SPECIAL ATTRACTIONS.

Years ago I told you something that I now repeat, as follows, viz, i.e., to wit, thus: Use the brains God gave you.

Scenes from Universal Current Events

1—*New commander for Pelham Bay Station; Commander Franklin turns over post.*

2—*Kantine for German Soldiers on the Rhine.*

3—*President Wilson leads march of victorious Yanks up Pennsylvania Avenue in Washington.*

4—*Navy's new Eagle boats pass successful test at New London.*

Hearst News and International News

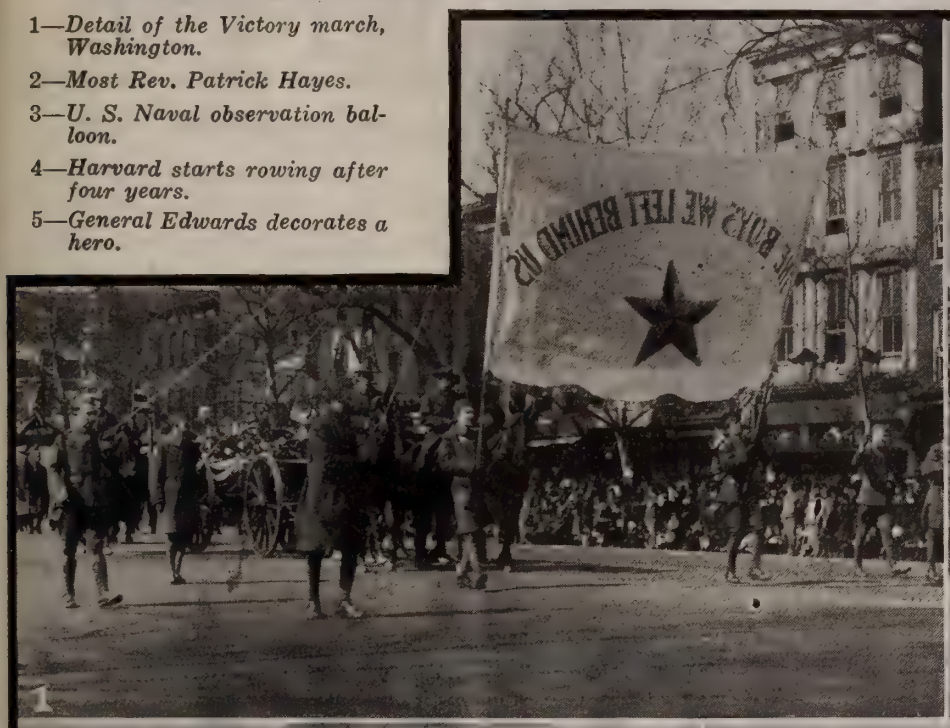
1—*Detail of the Victory march, Washington.*

2—*Most Rev. Patrick Hayes.*

3—*U. S. Naval observation balloon.*

4—*Harvard starts rowing after four years.*

5—*General Edwards decorates a hero.*



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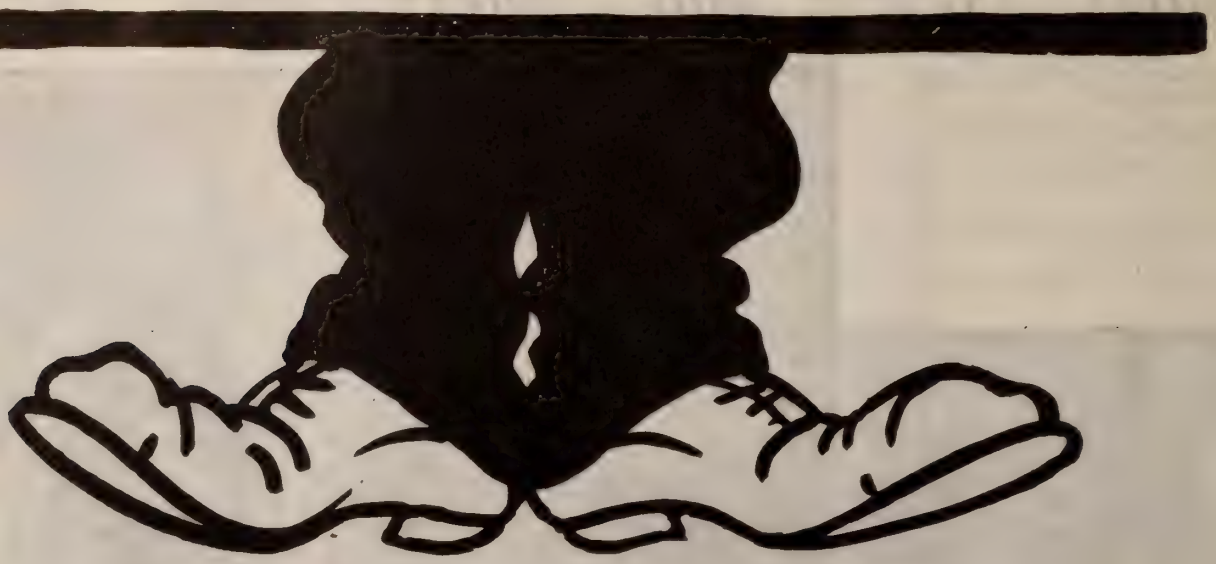


famous feet

Famous Feet of Famous Men—Wonderful inventions in science—Latest discoveries—new dances—slow photography—trick photography—tabloid trips to foreign countries—newest things in art—new ideas in physical culture—advances in industry—all the latest, newest and novel things every week in the—

New Screen Magazine

—that has taken the country by storm. Just a few weeks old and growing into a country wide release. Popular instantly, because it's new and different. Now being run by scores of newspapers and hundreds of exhibitors, and—

Going Over Big Everywhere

Everywhere it is being shown it is proving a genuine weekly Box Office Attraction. Bigger, better, greater and finer than ever is this NEW SCREEN MAGAZINE, creating a brand new class of patrons who will want to see this every week.

Ask your nearest Universal Exchange for details, terms, etc.

They Like Special Attractions

Can't Praise Enough

Universal Film Co.

I think without a doubt that Miss Dean is the most talented star that I have had the pleasure of putting on the screen for my patrons. They like her work very much, and ask me whether we are going to have Priscilla Dean again. We pack the house on her pictures, and I'd like to have more of her plays if I could get them. I have her booked in "The Wildcat of Paris" for the 8th of March, and have it advertised big, and I know from the remarks I hear from my patrons as they go out that this picture is going to go over big, as all her other pictures have that I have shown. I really can't praise Priscilla Dean high enough, as I think her a very great actress.

LARRY J. MUELLER, Mgr.,
Gem Theatre, Chicago, Ill.

You Bet It Will

MORE THAN CAPACITY.

Gentlemen:—

Just a few lines to let you know that on Sunday, March 2d, I played Harry Carey in "The Three Mounted Men." The day was an ideal one for outside pleasure, and what was my surprise that the picture played to more than capacity business. If you have any more of this kind of stars and pictures, me for them.

BOOTH AMUSEMENT CORP.,
M. J. Kleinmann, Mgr. & Pres.,
Boston Road.

We Have More

"ROPED" is Best He Ever Ran

Universal Film Mfg. Co., Butte, Montana.

My Dear Mr. Bourke:—

Wish to say a line in regard to Harry Carey in "Roped," which we showed yesterday and today. Personally I think it is the best picture I have ever run, and I have stood alongside of a machine for about fourteen years. The story, as a whole, is fairly consistent and the entertaining value second to none, that I have ever seen. Business was big and the audience enjoyed it immensely.

"When a Girl Loves," that we screened, is also a very good picture, although no better than "Roped." If you have not seen this picture, "Roped," you should, as it is one of those really worth-while pictures.

A. LOVETHE, Strand, Billings, Mont.

Had to Stand In Line

Universal Film Mfg. Co.,

Our patrons were well pleased with the picture, "Wildcat of Paris," and felt it well worth their time spent in having to stand in line and wait to gain an entrance to the performance.

H. GERMAIN, Mgr.
Chopin Theatre.

Two Day's Capacity for "Roped"

Universal Film Mfg. Co.,

Gentlemen:—

It may interest you to know that we played to capacity business both days with Harry Carey in "Roped," and that we had more favorable comment on it than we have had on anything we have shown for a long time—and, as you probably know, we show about all of the "big ones."

BROOKLYN AMUSEMENT CO.,
P. C. Corson, Mgr.

Wants More Like "BREAD"

Universal Film Mfg. Co., New York City.

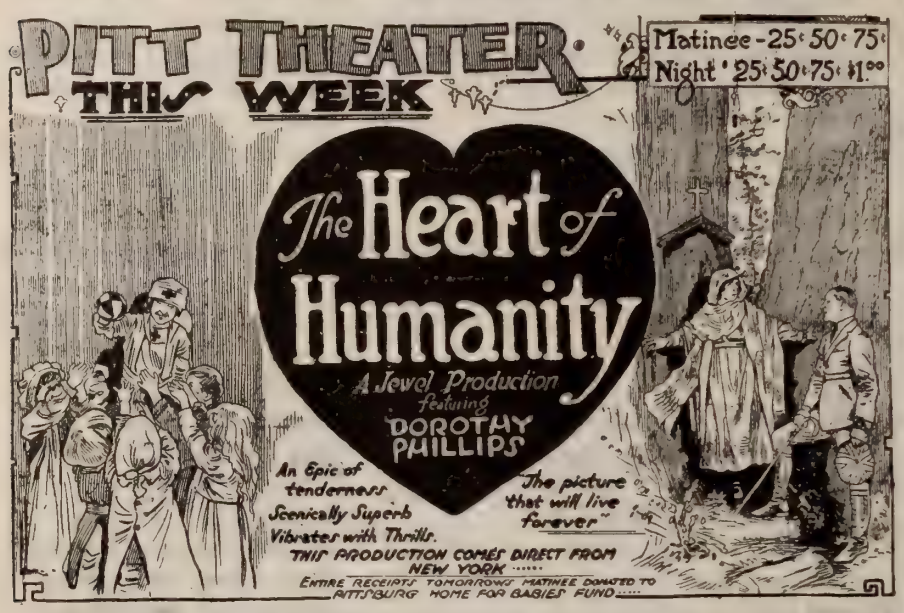
Gentlemen:—

I wish you would send more pictures like "Bread." The direction was fine and we did a good business.

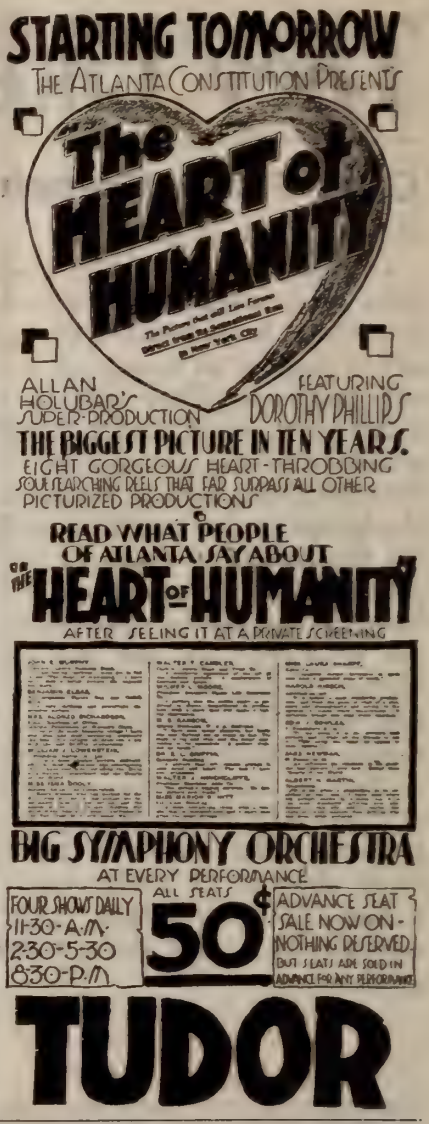
J. F. MARTIN. Martin Theatre,
Mount Pleasant, Tex.

HOW THEY ARE ADVERTISING "The Heart of Humanity"

WE ARE MAKING COLLECTIONS OF VARIOUS TYPES OF ORIGINAL ADVERTISEMENTS. THERE ARE SEVERAL ON THIS PAGE WHICH SHOW WHAT CAN BE DONE WITH A SUBJECT WORTH ADVERTISING.

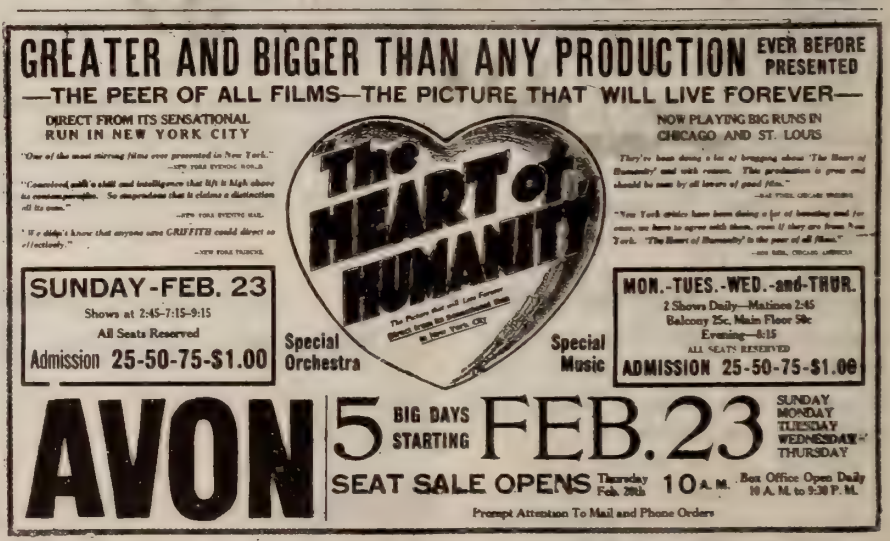

PITT THEATER
THIS WEEK
Matinee - 25¢ 50¢ 75¢
Night - 25¢ 50¢ 75¢ $1.00
The Heart of Humanity
A Jewel Production
featuring
DOROTHY PHILLIPS
An Epic of tenderness
Scenically Superb
Vibrates with Thrills.
THIS PRODUCTION COMES DIRECT FROM NEW YORK .....
The picture that will live forever
ENTIRE RECEIPTS TOMORROWS MATINEE DONATED TO PITTSBURG HOME FOR BABIES FUND.....

Pittsburgh Leader, Feb. 16, a half-page adv.


STARTING TOMORROW
THE ATLANTA CONSTITUTION PRESENTS
The HEART of HUMANITY
ALLAN HOLUBAR'S SUPER-PRODUCTION
FEATURING DOROTHY PHILLIPS
THE BIGGEST PICTURE IN TEN YEARS.
EIGHT GORGEOUS HEART-THROBBING SOUL-SEARCHING REELS THAT FAR SURPASS ALL OTHER PICTURIZED PRODUCTIONS
READ WHAT PEOPLE OF ATLANTA SAY ABOUT THE HEART OF HUMANITY
AFTER SEEING IT AT A PRIVATE SCREENING
BIG SYMPHONY ORCHESTRA
AT EVERY PERFORMANCE
FOUR SHOWS DAILY 11:30-A.M. 2:30-5:30 8:30-P.M.
ALL SEATS 50¢
ADVANCE SEAT SALE NOW ON - NOTHING RESERVED, BUT SEATS ARE SOLD IN ADVANCE FOR ANY PERFORMANCE
TUDOR

"Heart of Humanity" played at the Tudor Theatre, Atlanta, Ga., for a two weeks' run, and we have chosen two of the large ads used in the Atlanta papers as examples of their clever advertising.

TODAY Is YOUR Best Time to See
The HEART of HUMANITY
Symphony Orchestra
This great picture is one you cannot afford to miss.
The second week of its run is nearing the end.
See it TODAY and you will agree with the thousands who have seen it that it is the BEST picture you have ever seen.
Hours: 11 A. M., 1:30, 4, 6:30, 9 P.M.
Admission, including war tax, 55c.
TUDOR


GREATER AND BIGGER THAN ANY PRODUCTION EVER BEFORE PRESENTED
—THE PEER OF ALL FILMS—THE PICTURE THAT WILL LIVE FOREVER—
DIRECT FROM ITS SENSATIONAL RUN IN NEW YORK CITY
NOW PLAYING BIG RUNS IN CHICAGO AND ST. LOUIS
The HEART of HUMANITY
SUNDAY-FEB. 23
Shows at 2:45-7:15-9:15
All Seats Reserved
Admission 25-50-75-$1.00
Special Orchestra
Special Music
MON.-TUES.-WED.-and-THUR.
2 Shows Daily—Matinee 2:45
Balcony 25c, Main Floor 50c
Evening—8:15
ALL SEATS RESERVED
ADMISSION 25-50-75-$1.00
AVON
5 BIG DAYS STARTING FEB. 23
SUNDAY MONDAY TUESDAY WEDNESDAY THURSDAY
SEAT SALE OPENS Thursday Feb. 20th 10 A.M.
Box Office Open Daily 10 A.M. to 9:30 P.M.
Prompt Attention To Mail and Phone Orders

A half-page in the Decatur, Ill., Review, for the showing of the film for five days at the Avon Theatre, at a dollar top.

Is'nt She a Peach?

Let's introduce her—she's

Peggy Aarup

now playing in

L-KO Comedies

BOOK and BOOST HER IN THIS LATEST
L-KO COMEDY
The Public Loves Pretty Girls
HERE'S YOUR BIG CHANCE WITH
"GYMBELLES AND BONEHEADS"

SYNOPSES OF "THE CLAWS OF THE VULTURE," "THE SMELL OF THE YUKON," AND CURRENT EVENTS, No. 10.

"The Claws of the Vulture."

"THE RED GLOVE."

Episode Two.

CAST.

Gentleman Geoff (Owner of the Blue Chip).....Alfred Allen
Billie (His Daughter)..Marie Walcamp
Jim Baggott (His Partner) Andrew Waldron
Starr Wiley (Oil Speculator) Thomas Lingham
Kern Thode (Oil Speculator) Pat O'Malley
Jose.....Edgar Allen
The Vulture (An Outlaw) Leon de la Mothe

AS the heavy wagon plunges to the bottom of the cliff Billie is thrown clear and lands on a ledge about halfway down. The sheriff and his posse ride in and drive the outlaws off just as they are about to make Thode their prisoner. Thode creeps to the edge of the cliff and to his intense joy and great surprise sees Billie unharmed calling to him. He takes a rope and with the aid of the horses raises Billie from her perilous position.

Meanwhile the sheriff and his posse have been captured by the Vulture and his gang. One of his men, however, escapes and overtakes Billie and Thode. Billie asks him to go into town and come back with a bunch of her father's men while she and Thode ride in search of the Vulture. Thode is captured, but Billie escapes and covers the entire band, enabling her own men to escape.

Meanwhile Starr Wiley has been searching the surrounding country for traces of the Pool of Lost Souls. Angered over his failure, he is on his way back to town when he sees Jose. He asks him to tell him where to find the pool. Jose replies that his grandmother beat him for talking of the pool and that he does not know the location. Wiley sympathizes with the lad and tells him to jump in the car. On the road Wiley stops and again asks Jose about the pool. But Jose says that he knows nothing. Wiley is furious and, picking Jose up, hurls him out on to the road. Jose is badly hurt, but Wiley nonchalantly lights a cigarette and drives on.

On their way back to town Billie and Thode find Jose, who says it was Wiley who hurt him because he refused to talk of the pool. Billie tells Thode to go to the Blue Chip and bring her medicine kit to Tia Juana's cabin. Finding Tia Juana's water bucket empty, she carries it out to the spring. Wiley calls to her. Billie tries to pass him, but he steps in front of her, blocking the path to the cabin. She turns and runs toward the car. Just as Wiley fires at her Thode rides in, throws himself from his horse and jumps on Wiley and the bullet punctures the gas tank of the car. The cigarette which Wiley threw aside as he got out of the car set the dry grass on fire, the gas from the car increases the blaze, and just as Billie falls into the car the whole thing blows up.

"The Smell of the Yukon,"

Or

"THE SHOOTING OF HULLY BALLOO."

CAST.

Hully Balloo.....Lee Moran
Ukelele Ike.....Eddie Lyons
Sue.....Mildred Moore

LEE owns an Alaskan dance hall and barroom. He is a hard character, who shoots several men each morning for exercise. He is in love with Mildred, a dancer of the place. Eddie, a worn-out miner, tired with a long tramp, arrives. He is a musical man. He plays the piano under the threat of death from Lee if he stops. Lee and the girl dance as Eddie plays. Eddie weakens and is revived with his Honolulu Bitters, a drink of his own which possesses a wallop of great powers. Eddie then plays a ukelele, which brings back memories to Lee. He once visited Honolulu, where he discovered a fair dancer much like the girl he now dances with. She was in love with a ukelele player much like Eddie. Lee, a desperate character, kills the ukelele player and runs away with the girl. This haunts him and when he hears Eddie playing the ukelele he gets in a violent temper, starting a fight with Eddie. Eddie tells Lee that he, Eddie, is the Hawaiian player he supposedly killed. He then pulls out a gun and the lights go out. In the dark they battle, Eddie shooting Lee many times. The lights go on and Lee is on the floor. Eddie gives Lee a drink of Honolulu Bitters and it revives Lee, making him as good as new. Eddie then starts selling Honolulu Bitters, proving to be a traveling agent for the same. He sells out and the dance hall rocks with the wild dance of the bitters.

Current Events, No. 10.

President Sails to Speed Up Peace.—On board the S.S. George Washington, with Mrs. Wilson, he starts on return journey to France.—*Hoboken, N. J.*

Uncle Sam Operates Greatest Tailor Shop.—Thousands of war-worn uniforms and other garments pass daily through the Army's vast salvage plant to be re-issued to Pershing's troops as good as new.—*Somewhere in France.*

Great Balloons in Aerial Acrobatics (Omitted from Coast Edition).—Hair-raising parachute jump and other thrilling stunts are a feature of ar army balloon meet for the benefit of post-war fund. — *Arcada Balloon Field,*

Battle-Scarred Tank Finds Peace-Time Usage.—Instead of beating swords into plowshares, the French are turning their motor forces into tractors. Once the tank was used like this——

Wounded Heroes See Sights of Metropolis (Omitted from Coast Edition).—Red Cross inaugurates bus service that Uncle Sam's boys may glimpse the wonders of Manhattan.—*New York City.*

Sub-Titles. — The 51-story Woolworth Building, rising 750 feet above the sidewalk. At the Battery, where hundreds of thousands of immigrants in the earlier days first set foot on the soil of the land of promise.

New York Welcomes Home "Own Division."—Brave lads on the 27th Division, who smashed the Hindenburg Line, arrive at the metropolis aboard the transport Leviathan.—*New York City.*

Sub-Titles. — A Current Events camera reporter welcomes the Empire State heroes from a naval seaplane. Relatives and friends, proud mothers, wives and sweethearts, admirers by the hundreds, jam every available craft to gain a first glimpse of the heroes. William R. Hearst, chairman of the military committee of the Mayor's Committee of Welcome; Grover Whalen, secretary to the Mayor, and others of the Committee of Welcome, on the Police Boat Patrol. Passing the Statue of Liberty—the symbol of world freedom, for which our boys fought! For which many of them died! General O'Ryan and Colonel Vanderbilt. "I am proud of the Division I have the honor to command!

Trailer (For New York Edition only).—Sign the petition in the lobby urging your Assemblyman and State Senator to support the Sunday Motion Picture Bill.

MARY MacLAREN

in what the Critics pronounce "One of her greatest Plays."

"The Amazing Wife"

"GOOD acting and intelligent direction are everywhere in evidence in this production," says the MOVING PICTURE WORLD. "It has one of the most unusual main situations imaginable. Mary MacLaren arouses real pity for her sad plight. The observer is kept in an anxious state of wonderment at to the outcome."

That's all true. It's a gripper! See it today.

Book through your nearest Universal Exchange, or communicate with the Universal Film Mfg. Co., Carl Laemmle, President, 1600 Broadway, New York.

UNIVERSAL SPECIAL ATTRACTION

SYNOPSES OF "THE GUN-RUNNERS," INTERNATIONAL NEWS, No. 11, AND HEARST NEWS, No. 10.

"A Prisoner for Life" temporarily withdrawn—replaced by

"The Gun-Runners."

Two-Reel Western.

CAST.

The Bum.....**Neal Hart**
Tina.....**Janet Eastman**

IN the little town of Snakehead, close to the Mexican border, one of the few untamed Western towns, Mal McGowan, owner of the Open House Dance Hall, and the power supreme, makes arrangements with his right-hand man, "Mex" Joe, to run some guns across the border. All plans are made, the guns are cached at Hell Hole, but more men are needed.

Second only to his love of gold McGowan loves his daughter Tina, and when Joe tries to make love to her he sternly and fiercely commands him to keep away from her. Joe is very angry and determines to get even.

The "Bum," wandering through the country, arrives at Snakehead and while drinking in the saloon becomes very friendly with "Mex" Joe. Joe finally hires the "Bum" to join them in the gun-running.

Some men find a message urging them to summon the Rangers encamped at Little Creek, and that the gun-runners would be at Hell Hole. They don't know what the note means, but decide to notify the Rangers, anyway.

Joe instructs his men that they will remain at Hell Hole for half an hour only and all stretch out to rest for that time. The "Bum" now sees Tina for the first time and wonders what she can be doing there, but when he sees Joe approach her and try to make love to her he determined to help her escape. He hastily slips in the opposite direction and fires a shot, causing the men to think that the Rangers are after them, and during the confusion he unties Tina and the two of them dash down the road on their horses.

Joe soon discovers that the "Bum" and Tina, with two of the horses, have disappeared and he and his followers start after them. The "Bum" tells Tina to ride on, that he will hold the pursuers. While the battle is in progress the girl dashes frantically on and meets the Rangers, to whom she tells the condition of affairs and gives them the directions. After a fierce struggle the Rangers succeed in either killing or capturing all the bandits.

The "Bum," some time later, enters the headquarters of the Texas Rangers, and after telling the captain that Snakehead is much quieter now than it has been, introduces him to Tina, who is now his wife.

International News

No. 10.

How Uncle Sam Treats His Prisoners of War.—Striking scenes made of an American prison camp in France by U. K. Whipple, staff camera reporter of the International.

Hospital Open Roof Garden for Heroes (Omitted from New York City Edition).—"Devil Dogs," wounded at Chateau Thierry, are being nursed back to strength at the Hudson Street Branch of the New York Hospital, with a skyscraper view to lend enchantment.—*New York City.*

Sub-Title.—A little bit of "Jazz."

Firemen Battle Blaze Menacing Stock Yards.—Army of fighters struggle desperately in furious blizzard to overcome flames endangering cattle.—*Chicago, Ill.*

By the Sea, by the Sea (Omitted from New York City Edition).—The early spring sends thousands to America's great summer and winter resort to hear what the "wild waves" are saying.—*Atlantic City, N. J.*

Sub-Titles.—George McManus, famous cartoonist, in company with Mrs. McManus, feeds the hotel goldfish while evolving new ideas for his famous comic series, "Bringing Up Father." Frederick C. Penfield, formerly American Ambassador to Austria Hungary, and Mrs. Penfield watch the boardwalk pageant from their hotel balcony.

Dead Park Trees Cut Down to Aid Poor.—Park Commissioner Francis Gallatin puts into effect plan to supply firewood to victims of poverty.—*New York City.*

Governors and Mayors Confer with President.—Meet at the White House to discuss the labor situation.—*Washington, D. C.*

Sub-Titles.—President Wilson, Secretary of Labor Wilson and the assembled governors and mayors. Roger W. Babson and Secretary of Labor Wilson.

Great Battle Fleet in Winter Manoeuvres.—Mighty dreadnaughts keep in practice with divisional drill.—*Guantanamo Bay, Cuba.*

Trailer (For New York State Editions only).—Sign the petition in the lobby urging your Assemblyman and State Senator to support the Sunday Motion Picture Bill.

Hearst News, No. 10.

Engineers See Guns Developed to Win War.—Army officers demonstrate some of the heavy artillery Uncle Sam had ready for the Germans when the armistice was signed.—*Aberdeen, Md.*

Sub-Titles.—An anti-aircraft gun mounted on a tractor. "Baby" tank hauls a heavy field-piece. One of the giant howitzers. A six-inch wheel mount gun. A three-inch trench mortar. Heavy railway artillery.

War Ended, So Harvard Takes Up Sports (Omitted from Coast Edition).—'Varsity crew takes to the water for the first time since America entered the great conflict.—*Cambridge, Mass.*

"Chigo Suico Diorepsu" (Omitted from Chicago, New York State and Coast Editions).—Being Japanese for "Children's Memorial"—a pageant in honor of the departed in which the far-east sisters of the City of Nagels appear in gorgeous costumes.—*Los Angeles, Cal.*

Sub-Titles.—A future belle of the Land of Cherry Blossoms—— And the sturdy lad who hopes to provide for her some day—— A study in kiddies—and head-dresses.

Nurse Is First Woman to Receive D. S. C.—In the presence of Allied officers, Secretary of War Baker awards the Distinguished Service Cross to Miss Beatrice Macdonald.—*Washington, D. C.*

Men in the Public Eye.—The Most Reverend Patrick J. Hayes, the new Archbishop of New York, one of the youngest men to ever hold that exalted position.

Sub-Title. — Representative Frederick H. Gillett, of Massachusetts, who will become the Republican Speaker of the House when the incoming 56th Congress convenes.

Balloons Work with Fleet in Practice.—Great "air elephant" rises from the deck of the U. S. S. Nevada in observation test.—*Guantanamo Bay, Cuba.*

Sub-Title.—A destroyer draws a smoke screen over the battleship fleet, completely concealing it from view.

"Indoor Sports," Cartoon by "Tad."

High School Boys Get Army Uniform (For Chicago Edition only).—Lads of the Lane Technical High School are the first to receive regular issue and they're very proud of it.—*Chicago, Ill.*

Sub-Titles.—Anxious to get out of the "civies" and into their "O. D. S." As soon as they have their uniforms they hurry home to parade for mother.

First Unit of the 27th Division Returns (Special for New York Edition Only).—Boys of the 102d Engineers arrive home on Rochambeau and are given royal welcome.—*New York City.*

"GOOD-BYE Mr. President"—

"Good-Bye," Mr. President. We hope your labors in France will solve the mighty problems of the World. Our camera squad will follow you, as usual, taking pictures of your movements, so that millions of Americans can see and know of your intense activities. We will show all these big new scenes in

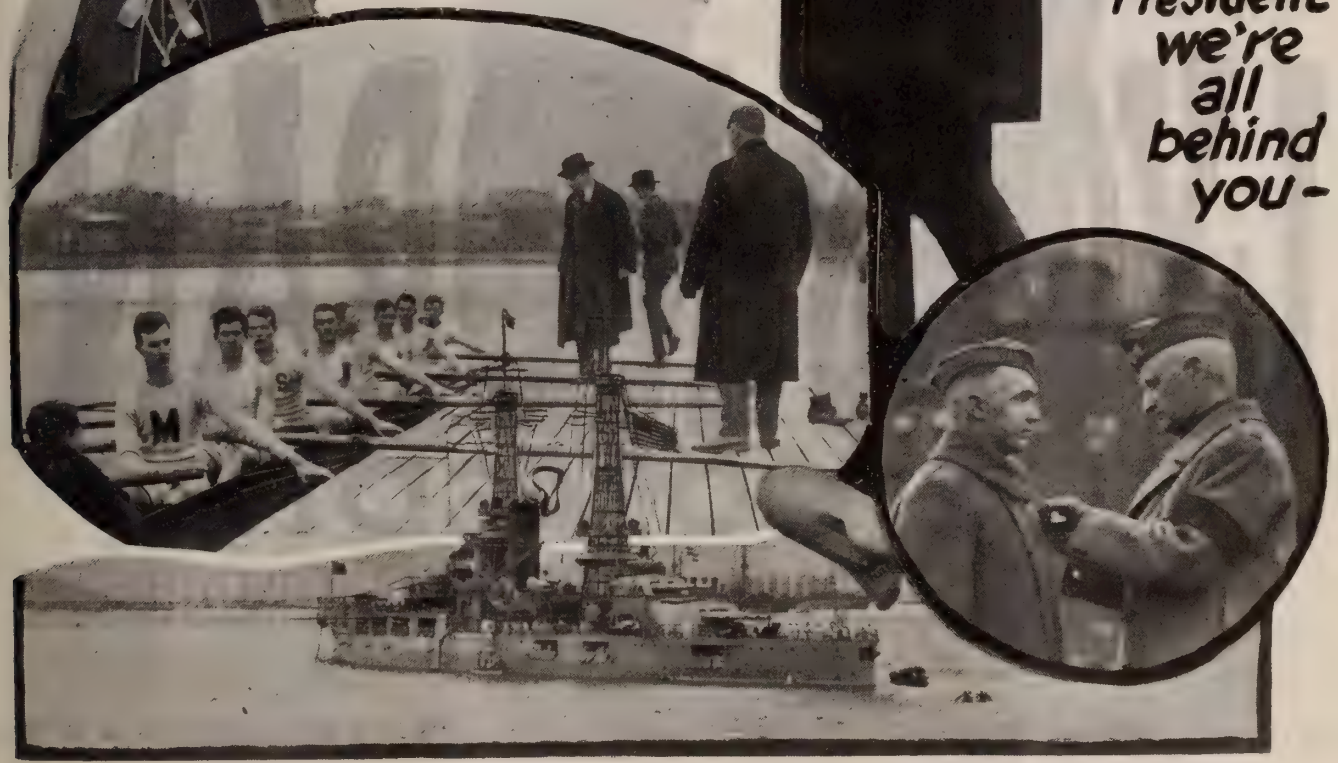
UNIVERSAL CURRENT EVENTS
INTERNATIONAL NEWS
HEARST NEWS

TO EXHIBITORS: By booking all three news weeklies, you guarantee your house ALL the biggest news pictures of the world's doings such as no SINGLE weekly news release could ever hope to give you. It's a case of three timely, instantaneous news reels presenting three times a week. Contract now for the BIG THREE.

They Dominate the Field

Book thru any Universal Exchange

Good Luck Mr. President we're all behind you—



LYONS-MORAN

STAR COMEDIES

UP-TO-THE-MINUTE SPECIALISTS IN REFINED FUN-
AS BRIGHT AS THE SHINING DOLLARS THEY COIN

Universal Film Mfg. Co.—Carl Laemmle Pres.—1600 Broadway, N.Y. City

"The Fighting Brothers"

Two-Reel Western.

CAST.

Harry	Pete Morrison
Bud	Hoot Gibson
Conchita	Yvette Mitchell
Ben Crawley	Jake Woods
Slim	Duke Lee

INTO the little town of Rosalia, Arizona, came two strangers, "Cheyenne Harry" and his "buddy," "Lonnie." The town welcomed the two men and soon found in "Cheyenne" the material for a sheriff. And into the life of Lonnie came Conchita, beautiful girl of the town and the enamorata of Ben Crawley, the defeated candidate for sheriff and "Cheyenne's" one enemy in the town. Learning of Lonnie's infatuation for the woman, "Cheyenne" warns him against her, but Lonnie refuses to listen. And then came high noon in the lives of the two brothers.

"Cheyenne" tells Lonnie that his affair with Conchita must stop. Lonnie resents his interference. "Cheyenne" points out to Lonnie that Conchita is only making a fool of him and tells him of Crawley. Lonnie will not believe and, resenting "Cheyenne's" insinuations, the brothers come to blows. "Cheyenne" is worsted and, leaving him unconscious, Lonnie goes to Conchita. Crawley comes to her cabin and sees her in Lonnie's arms. Intending to kill Lonnie, he fires, but the bullet strikes Conchita and she falls.

"Cheyenne" recovers and goes to the cabin. Conchita accuses Lonnie of shooting her and dies. Crawley makes his escape.

"Cheyenne" places Lonnie under arrest. Crawley incites the men of the town to lynch Lonnie, but the cooler minds prevail and he is jailed. "Cheyenne" is warned that he had better get Lonnie out of town and to the penitentiary to avoid trouble, and he starts with Lonnie for the nearby State prison. Through a falsehood Crawley leads the men to believe that "Cheyenne" is double-crossing them and escaping with Lonnie, and they determine to overtake him and lynch Lonnie. Arriving at the pen, "Cheyenne" delivers Lonnie to the warden, takes a receipt for him and then suddenly throws his badge to the floor and tells the warden that as sheriff he has done his duty, but as Lonnie's brother he is going to aid him to escape.

A fierce fight takes place in the prison. Lonnie makes his escape and leaps from the prison wall to his horse and rides away while "Cheyenne" holds the warden and the guards at bay. The men from the town arrive and upon learning that Crawley had lied to them turn upon him angrily. Lonnie, making his escape, meets one of the men from the town, who, after the others had left, had obtained evidence of Crawley's guilt and had ridden with it to the pen. Lonnie returns with the man to the prison. Crawley is jailed and Lonnie freed, and "Cheyenne" is forced to resume his duties as sheriff.

"Gymbelles and Boneheads."

Two-Reel L-Ko.

(*Copyright*, 1919, *L-KO Motion Picture Ko.*)

WHERE there is a Purple Peacock Hairdressing Parlor right next to a gym, what chance is there for a happy ending? Of course, there was romance right off the reel, because the proprietors of the hairdressing parlor were in love with the little hairdresser. And right after romance there is mystery, for the Nutty Nihilists are out with dangerous weapons after business.

Fish, King Solomon, shimmying, prohibition and ukelelles all take part in the scramble of this little playlet. How it turns out we will leave to you to see if you can find out.

"A Beach Nut."

Nestor Comedy.

CAST.

Janitor	Wallace Beery
His Wife	Margaret Whistler
Husky	"Kewpie" Morgan
King	Dan Duffy
Maid	Mina Cunard

JANITOR mopping steps; sees pretty girls; skirts work and joins them. Husky bather runs janitor away; he goes back to work. Wife forces him to give labor more attention. Janitor sleeps; awakens in woods to find himself in skins, with war club, but still wearing his janitor cap. He looks off in search of a mate and finds sweetheart of King's son. King's son jealous and goes into rage, but proves to be very effeminate and janitor knocks him cold and runs away with maid. Lover recovers and goes to his father, the King, and gets the guards. They go out and capture janitor, return with him to village, and he is about to be executed when he gets away and soon comes upon the King's wives. He joins them and they think him a new species of seal. He plays with them.

Meantime the King recovers and sends men to find janitor. He is located with King's wives, again captured and this time the girl intercedes for him. He is not to have her, however, as the King's son wants her. So the son plots and his father agrees to help him. Janitor is given choice of marrying King's ancient mother-in-law or being thrown to the royal shark. Janitor cannot decide, so the guards decide for him and throw him into the pool. He is having a terrible battle with the shark when he awakens and finds himself fighting the mop on the back porch. His wife comes out and forces him to return to work. He does so, but stops again shortly to sit and think about his wonderful dream.

SYNOPSES OF "THE FIGHTING BROTHERS," GYMBELLES AND BONEHEADS," "A BEACH NUT," AND NEW SCREEN MAGAZINE, No. 5.

New Screen Magazine,

No. 5.

WHO is the world's greatest spender? Who is it that spends one dozen million a week? The New Screen Magazine No. 5 answers that for you. There's a plucky little Belgium living right in New York, composed of refugees from that devastated battle ground of the world war. They retain the native customs. Isn't it strange how the morning pout, the nights at the club and the other little domestic clouds can sometimes all be resolved into a little more attention to the kitchen? New appliances, new ways of doing things all help to make life a happier thing for the housewife and all who live around her.

You have heard of "eyes that see not, ears that hear not"—some interesting discoveries. "Laugh and the world laughs with you" at William Jerome's "Laughographs." If a whole police force concentrated on telling Cunningham and Clements to "step lively" they couldn't step any livelier than they do in "Good Morning, Judge," one of the late Broadway successes.

Of course, after it is all over, last night's "jag" does not seem a pretty thing to contemplate. See what the movie men have to say. And then take a look at the latest Willie Hopkins success in mud.

The pictures listed here are bigger drawingcards today than when first released, because these are the famous dramas that forever established

UNIVERSAL SPECIAL ATTRACTIONS

HARRY CAREY in
"Hell Bent"
"Three Mounted Men"

DOROTHY PHILLIPS in
"The Mortgaged Wife"
"The Talk of the Town"

MAE MURRAY in
"The Bride's Awakening"
"Her Body in Bond"

PRISCILLA DEAN in
"The Wildcat of Paris"
"The Wicked Darling"

MARY MAC LAREN in
"Bread" "Vanity Pool"
"The Model's Confession"

HERBERT RAWLINSON in
"Smashing Through"

See them at your nearest Universal Exchange today

Bewitching

Carmel Myers

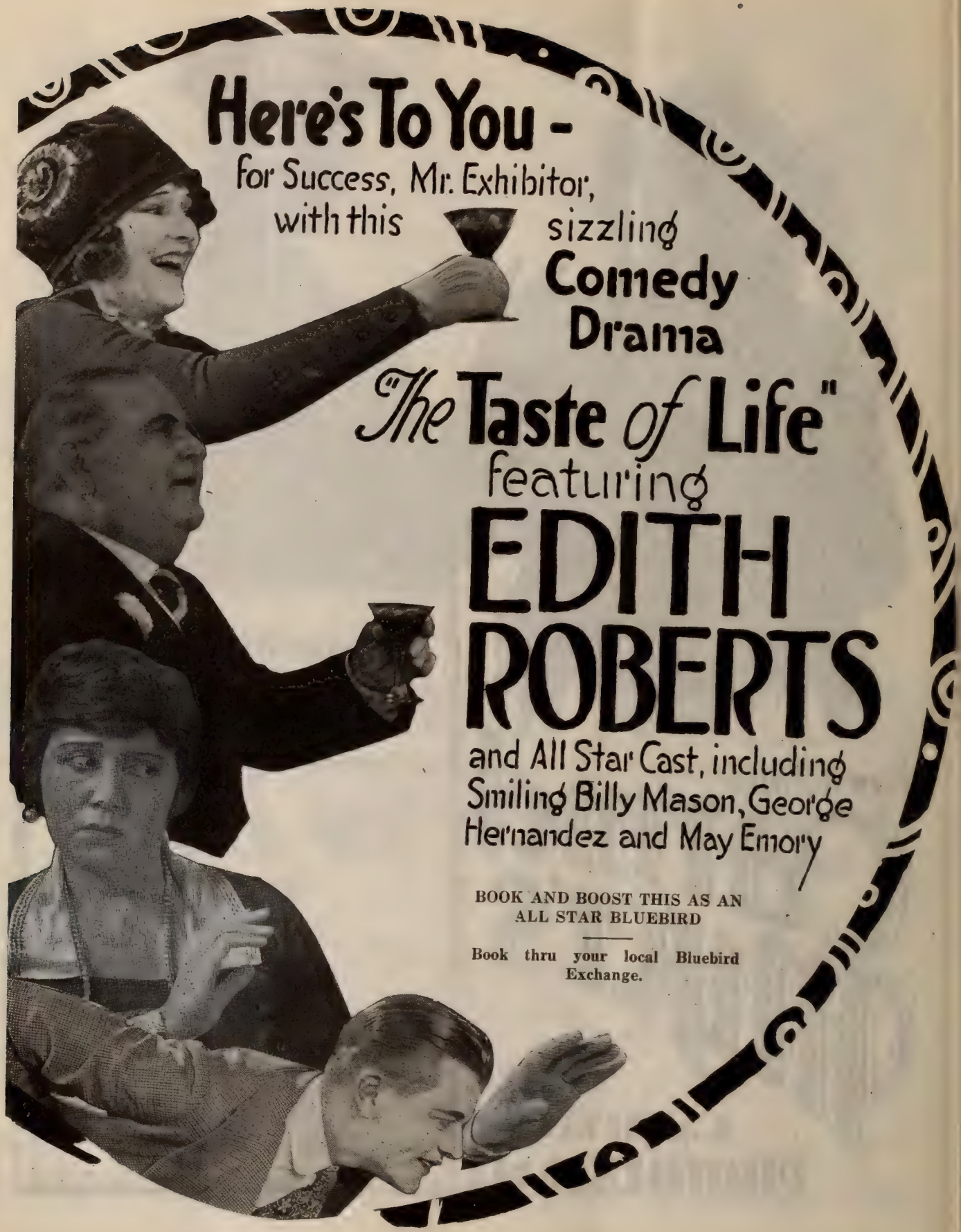
IN HER CAPTIVATING PHOTO DRAMA

Something New!

Here's a brand new play with a brand new idea and brand new startling twists. New characters, new locality, new plot. It's fresh, sparkling and genuinely novel.

"The Little White Savage"

The special press sheets contain the newspaper ads, publicity matter, music cue sheets, posters, and all the helps you need to make this another CARMEL MYERS winner. See your nearest Bluebird Exchange and BOOK IT.


Here's To You -
for Success, Mr. Exhibitor,
with this
sizzling
Comedy
Drama
"The Taste of Life"
featuring
EDITH
ROBERTS
and All Star Cast, including
Smiling Billy Mason, George
Hernandez and May Emory
BOOK AND BOOST THIS AS AN
ALL STAR BLUEBIRD
Book thru your local Bluebird
Exchange.

Monroe Salisbury

Master of Histrionic Emotion in

The Universal Special Attraction

"The LIGHT OF VICTORY"

A drama of tensest emotion, superbly acted and staged to perfection. A climax that's a pictorial wonder.

UNIVERSAL FILM MFG. CO.
1600 Broadway, N.Y. — Carl Laemmle Pres.

and Capellani knows!

February 21st,1919.

Mr. Carl Laemmle,
Universal Film Mfg. Co.,
1600 Broadway
New York City.

My dear Mr. Laemmle:

The Heart of Humanity is an achievement. It is big. Big in many ways and for many reasons. Too many reasons to state here. However, to Mr. Holubar and Universal I must express my congratulations and gratitude. Gratitude because as a Frenchman I noted with sincere admiration Mr. Holubar's acceptance and introduction of the strong French technique. This is the first indication of the American director's incorporation and blending of this technique with the ingenuity of American production.

The result speaks for itself.

Cordially,

Capellani

The "HEART OF HUMANITY"

Dorothy Phillips

in Allen Holubar's Super-Production

Released thru Jewel Productions, Inc.

The Picture that will live forever

Vol. 8 No. 6 March 29th 1919

The Moving Picture Weekly

Mary MacLaren
in
"The Amazing Wife"

Monroe Salisbury

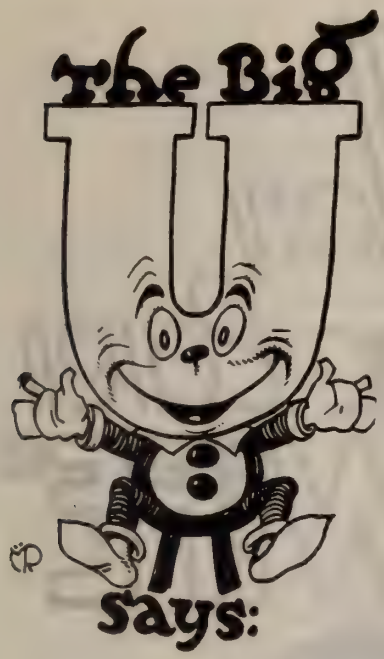
in the Sensationally Dramatic

UNIVERSAL SPECIAL ATTRACTION

"The LIGHT of VICTORY"

A BIG appealing drama of a man who saved his lost soul by a glorious act of bravery for his country.

Book thru your nearest Universal Exchange, or communicate with the UNIVERSAL FILM MFG. COMPANY, Carl Laemmle, President 1600 B'way, N. Y.



I'm tickled to death because so many exhibitors are using their common sense on my scheme of booking at one crack several months' supply of Bluebirds released during the past year.

It's cutting down my cost of selling, but it's cutting down the exhibitor's costs even more, and paving the way to real PROFITS.

What difference does it make how long ago a picture was released if it's a corking good picture, and has never been shown in your neighborhood and is right up to date in every detail?

Well, it makes THIS difference:--It gives you a chance to book some pictures that have demonstrated their quality and it doesn't eat up all your receipts. Outside of that it doesn't make any difference at all.

The Bluebird scheme has more business sense in it than anything ever offered to you. Send for a Bluebird salesman and cut a good deal of the nonsense out of your ideas about booking pictures according to release dates.

SHE:—"I stole your name."
HE: —"But I was left for dead."
SHE:—"I said I was your widow."
HE: —"But you saved my mother's life."
SHE:—"I am shamed forever."
HE: —"But no one knows the truth."
SHE:—"How could you marry me now?"
HE: —"The world believes us married and—I love you!"

Mary MacLaren

in "The AMAZING WIFE"

See this remarkable Universal Special Attraction at your nearest Universal Exchange—without fail

An Open Letter to Mr. J. A. Quinn

QUINN'S RIALTO, LOS ANGELES, CAL.

DEAR MR. QUINN:

No man is closer to the motion picture industry than you are, both figuratively and literally speaking.

You live veritably in the heart of producing activities in Los Angeles, and with your wide experience you are one of the best judges of fine pictures.

I say all this to lead up to this question: IF YOU WERE TO GET DOWN TO BED ROCK AND ELIMINATE ALL NONSENSE IN ADVERTISING FEATURE ATTRACTIONS, WOULD YOU OR WOULD YOU NOT MAKE THE PICTURE ITSELF STAND OR FALL ON ITS OWN MERITS?

I anticipate your reply, for I know you are one of the real "Show Me" exhibitors.

Then I challenge ANY feature-producing organization in the business to show you as many consecutive box office winners as Universal Special Attractions have shown in the past few months.

Get this point. I do not mean pictures chosen from a list of releases, but CONSECUTIVE WINNERS, one right after another.

Yet, when you read the trade paper advertisements, nobody has made a single lemon. They're all winners.

But—divorce them from thrilling advertising statements made about them—let them stand naked in the gaze of the ones who know, and you'll realize that not more than half of all the best pictures released in the past few months can even compare with these Universal Spcial Attractions.

We make no exceptions. We mean consecutive Pictures. Daring challenge, isn't it? Yet every word I say is true. Will you see these Special Attractions at our Los Angeles Exchange and write me your opinion of them?

Cordially yours,

Carl Laemmle

Here's the

Jazziest JAZZ BAND that ever JAZZED

Show your patrons all the latest dances right from Broadway

THE Dance craze is not confined to Broadway by a long shot. From Miami to Bangor, Maine, from New York to California, and from Washington to New Orleans, the public is dance crazy. Millions want to see "what's doing" in new dances along the Great White Way. You can show the latest terpsichorean novelties in the—

NEW SCREEN MAGAZINE

And that's but one of the big novelties every week in the NEW SCREEN MAGAZINE. Trick photography, wonders of science and invention, latest things in Art, Fashions, Physical Culture, the famous "Whoozit Weekly" and an endless variety of fascinating things the public is eager to see every week.

NOW booking thru all Universal Exchanges to scores of newspapers and hundreds of Exhibitors all over the country

Think It Over Mr. Exhibitor

Theatres that never show serials unless they are proven winners have booked

"THE RED GLOVE"

FEATURING DASHING MARIE WALCAMP

Strand Theatre, Denver—
The Orpheum, Seattle—
People's Theatre, Butte—

Do you Know either of these Houses?

Do you happen to know that these are three of the largest and finest theatres in the West? Do you know that they do not book serial pictures unless a serial is a dramatic and artistic success, and proven so on the screen before being booked? Do you know that the average serial now on the market wouldn't have a ghost of a chance in either of these three houses? And do you realize that you can rest your confidence in the judgment of these three hard-to-please theatres, that must he shown on a hundred per cent basis. If so, write or wire your nearest Universal Exchange for "RED GLOVE" booking this minute.

JEWEL

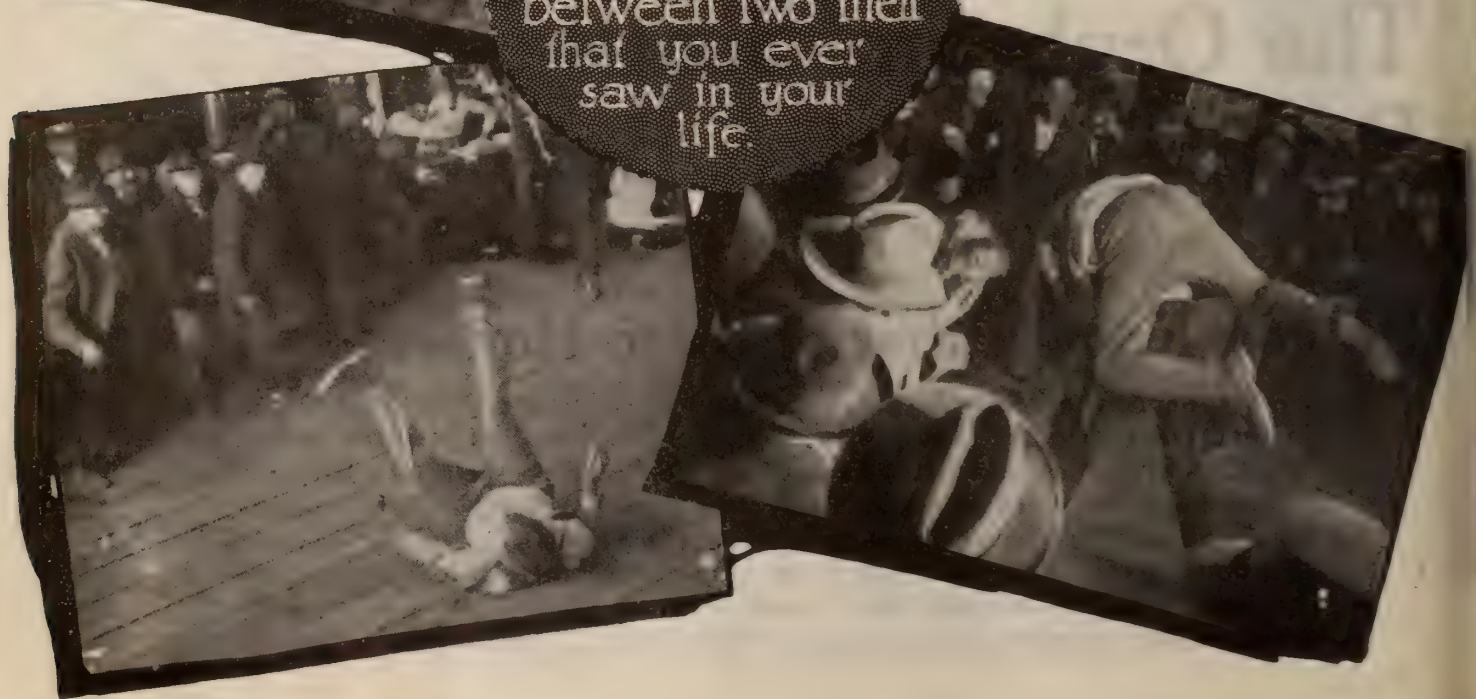
Mrs. Charlie Chaplin

MILDRED HARRIS in her latest

LOIS WEBER HEART PICTURE

"WHEN A GIRL LOVES"

A few "clips" of the biggest fight between two men that you ever saw in your life



Give this new and superb production at least two days in your coming week of Mildred Harris.

PRODUCTIONS

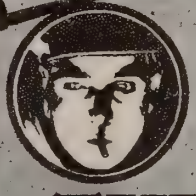
THAT CAN NEVER GROW OLD

Mildred Harris

No finer photodramas than the early Jewels have ever been released—for the simple reason that Jewels are not released on a schedule, but only when a picture is good enough to be a Jewel. That's why a Jewel can't grow out-of-date until the costuming grows out-of-date, which, for the four famous pictures listed here, is a long, long way off. These pictures have made very large sums of money for exhibitors everywhere in this country. Every one will draw and clean up for you just as sure as the sun will rise tomorrow morning. Show them all.

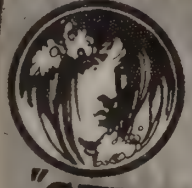
Dorothy Phillips in "PAY ME"

A cyclonic Western production by Jos. de Grasse which nets a big profit everywhere without exception



Herbert Rawlinson in "COME THROUGH"

George Bronson Howard's best and a country-wide success. A "gentleman–crook" play that women go wild over.



Louise Lovely Carmel Myers and Jack Mulhall in "SIRENS OF THE SEA"

The Beauty picture of the age. A seductive dream of fair women in marvelous settings by land and sea.

Elaine Hammerstein in "The CO-RESPONDENT"

A picture of Love and Business at white heat, made by Ralph Ince from the famous stage play by Alice Leal Pollock & Rita Weiman

JEWEL Productions INC

1600 Broadway.. New York City

and now it's Philadelphia

PUBLIC LEDGER

"The bigness of the Metropolitan Opera House is as nothing compared with the magnitude of this Universal film production. The title, 'The Heart of Humanity,' aptly describes the attraction because it embraces all of the essential qualities which go to make up a popular moving picture."

NORTH AMERICAN

"It ranks among the great. There is thrill and suspense and excitement—but, in addition—a stirring appeal that goes down under the skin and makes every spectator live and breathe with the characters on the screen."

GAZETTE-DEMOCRAT

"A high-class screen classic. 'The Heart of Humanity,' was shown here last night for the first time and was voted by the large audience as a picture equal to the best ever seen here."

RECORD

"'The Heart of Humanity' is a masterpiece of production. When the first scene was flashed on the screen there was hardly a vacant seat to be found in the spacious playhouse, and the vast crowd sat in close attention throughout the eight reels."

PRESS

"'The Heart of Humanity' scored a triumph at its first showing in Philadelphia at the Metropolitan Opera House last night to a capacity audience. If the first showing augurs truthfully, 'The Heart of Humanity' will meet with unqualified success. The pathos reaches to the depths of the heart."

EVENING BULLETIN

"Every seat in the Opera House was taken, and the drama seemed to make a profound impression on everyone."

Remember what MARCUS LOEW said

"I can honestly say I have never seen anything that ever approached it"

that goes Wild Over

Allen Holubar's Super-Production

"THE HEART OF HUMANITY"

The Picture That Will Live Forever

Released thru
JEWEL
Productions INC.
1600 Broadway
N.Y.

Starring
Dorothy Phillips
America's Foremost
Emotional
Actress

THE MOVING PICTURE WEEKLY

A MAGAZINE FOR MOTION PICTURE EXHIBITORS

Published Weekly by the MOVING PICTURE WEEKLY PUB. CO.
1600 BROADWAY, NEW YORK CITY

PAUL GULICK, *Editor* JOE BRANDT, *Bus. Mgr*

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Vol. 8. MARCH 29, 1919. No. 6

The Evils in Censorship

An Editorial from the St. Louis Star of March 10, 1919, Showing How Unfair and un-American Censorship Is.

SUPPORT in the popular mind of the idea of censorship as applied to the presentation of moving picture productions, in such measure as it may exist, is based on the theory that lines must be drawn for the protection of public morals. The theory is that unless such lines are drawn the producers of photoplays, inadvertently or otherwise, will transgress beyond the danger point, to the moral damage of audiences. The idea of a board of censorship follows, because set rules and restrictions would be impossible, a review of each picture being the only practicable course to carry out the purpose.

Advocates of moving picture censorship thus assume that producers have a desire or a tendency to injure public morals and that state boards, and even municipal boards, must exercise a guardianship by passing upon each picture in all its parts. There is before the Missouri Legislature a bill to provide for such a board in this State. It would be appointed by the governor.

It would be somewhat difficult to define the qualifications of a fully competent censor of moving pictures. Narrowing down from the extremes of propriety and impropriety toward the dividing line, the standard varies with the individual. **Absolutely fair censorship is virtually inconceivable.** Existing state boards of censorship have demonstrated that. What has been permitted in one state has been forbidden in another. The variation has been due not to different degrees of susceptibility of the peoples of different states, but to varying attitudes and opinions of individual censor boards.

Assuming that there were to be forty-eight state boards of censorship, each with its foibles and picayunish notions, a producer could not afford to invest heavily in spectacular and historical productions. The public would be the sufferer. Productions would be cheapened and one of the greatest mediums of education, enlightenment and entertainment would be seriously impaired. It would be confiscatory to seek to pin every picture down to forty-eight tests.

It is impossible to measure down to every individual mentality. It would be as sensible to close art institutes and picture galleries. For pictures which are markedly obscene or immoral existing police powers are sufficient, just as they are sufficient to eliminate any other agency clearly inimical to public morality. Censorship is both unnecessary and detrimental.

The great evil in censorship of moving pictures by state boards, however, lies in the opportunity created for polical abuse. Political appointees at once become sponsors for the public in a powerful capacity. There is more prospect of abuse than there is of good use.

Missouri should refrain from establishing a board of censorship for moving pictures. **The public and the theatre owners who wish to build up a substantial patronage are the best censors.** Political preferment does not constitute the qualities of a moral mentor. Needless jobs should not be added to the state payroll. Dangerous bureaucracy should not be established. The bill before the legislature should be defeated.

Abe Martin says:

"You kin git a fair idea of a woman's disposition by th' way she scrapes out a pan."

"All is not gold that glitters, an' some red noses are caused by indigestion."

ABE MARTIN SAYINGS FOR SCREEN MAGAZINE.

KIN HUBBARD, Hoosier wit and philosopher, who has become known to millions of Americans because of his daily Abe Martin sayings in scores of newspapers, and who recently signed a contract to supply the New Screen Magazine being released by Universal with witty paragraphs, has coined numerous of the sayings that have been used by the American public for laughing purposes, without knowledge of where the lines originated.

Mr. Hubbard recently coined the definition of a "cootie," and told of its difference from the common louse, because of its military training. Others of his witty Abe Martin sayings recently released are:

"All is not gold that glitters, an' some red noses are caused by indigestion."

"Some girls were born with big feet an' others wear white shoes."

"Ther' ain't nothin' so hard as an easy payment."

"Some girls look good in anything and some in hardly anything."

"Every time the world gets better somebody designs a skirt to spoil it."

"The only time a woman tells her right age is when she starts to school."

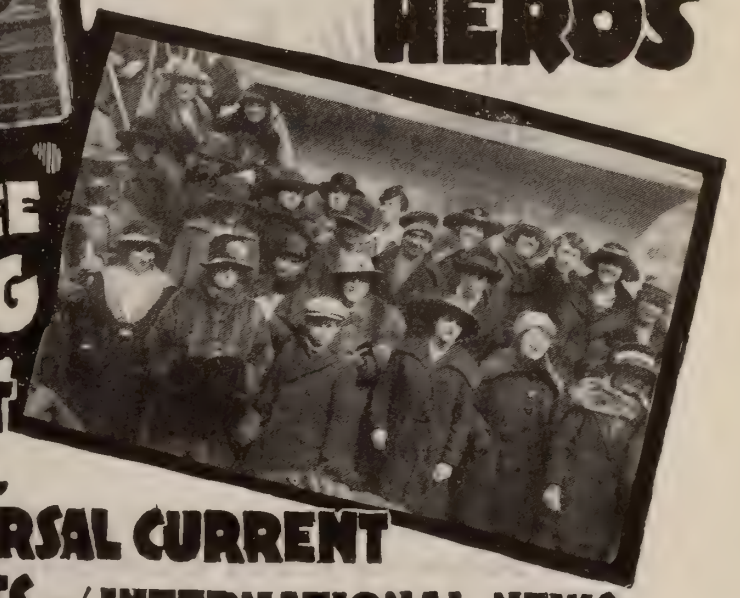
"Joe Lark, who used to publish a newspaper that pleased everybody, is in the poor farm."

"The trouble with a flat is that you can't cross your legs without kickin' your wife."

In addition to writing a daily Abe

(*Continued on page* 19.)

SHOW YOUR PATRONS OUR RETURNING HEROS



THE THREE BIG HEARST NEWS, UNIVERSAL CURRENT EVENTS *and* INTERNATIONAL NEWS

GIVE your patrons ALL the World's biggest news events in pictures. No single weekly release on earth can give you what three weekly releases can. That's plain horse sense. That's why we urge you to book and boost THE BIG THREE. If the first release of the week misses a big scoop, the second release in the week gets it, and if that one misses it, the third one gets it, thus you get all the big scoops that cannot be given you in one weekly release. The BIG THREE bring you all big stuff.

WONDERFUL picture of our returning soldiers and sailors. All the doings of the President in France, news in pictures from every corner of the earth gathered by International's globe-covering staff of cameramen, and each release (Hearst News) (Universal Current Events) (International News) backed by publicity and advertising to 10 millions of people. They DOMINATE the fields by miles. Nothing compares with them. Book all three and get all the news first for your houses.

RELEASED THRU ALL UNIVERSAL EXCHANGES

The New Insanity

No. 230 Straight from the Shoulder Talk by Carl Laemmle, President, Universal Film Manufacturing Company.

The exhibitors and moving picture fans are now about to be called upon to support a new and totally unnecessary burden, namely, the wildly extravagant, criminally wasteful prices that are being paid for stories and plays.

Twenty thousand dollars, thirty, forty, fifty and even sixty thousand dollars for stories which cannot by any stretch of the imagination be worth it!

The same gentlemen who almost wrecked the business by boosting stars' salaries to frightful heights have now found a new way to spend your money—and never for one moment forget the fact that it is YOUR money that is being thrown to the four winds.

The same gentlemen are, in the same breath, pleading hard times and wearing their lungs sore in attempting to out-bid each other for stories and plays at prices that are going to load you down with more and more expense.

The same gentlemen justify themselves exactly as they did when they bid up the salaries of stars. Their "business" argument is summed up in the plea: "Well, if I can make a profit by paying such prices, why shouldn't I pay 'em? Whose business is it how much I pay, if I'm satisfied to pay?"

And the proper answer is this: The producer is not the only one who is entitled to make a profit. BUT IT DOES NOT STOP

THERE. There is another element which is more important than all the producers and exhibitors put together, and that element is the public! The public, too, is entitled to get its money's worth.

Now, if the stories and plays were really WORTH the high prices—worth it to the public and to the exhibitor as well as to the producer—all would be well; but they're NOT! They are mediocre. They won't help the picture business in the long run.

The Universal will pay any price that a story or a play is worth, BUT IT'S GOT TO BE WORTH IT. Paying ten to fifty thousand for a story does not make the story worth that much by a long shot. Paying for the mere sake of being able to advertise that "we paid a high price for this story" is the rottenest of tommyrot. Paying because an author has a big name is no more assurance of a good story than paying a star a fancy salary insures good pictures.

You've been stung once. Are you going to stand idly by and stand for another sting? Or are you going to put your foot down and trample this new evil to death?

What has this got to do with the Universal? Just this:

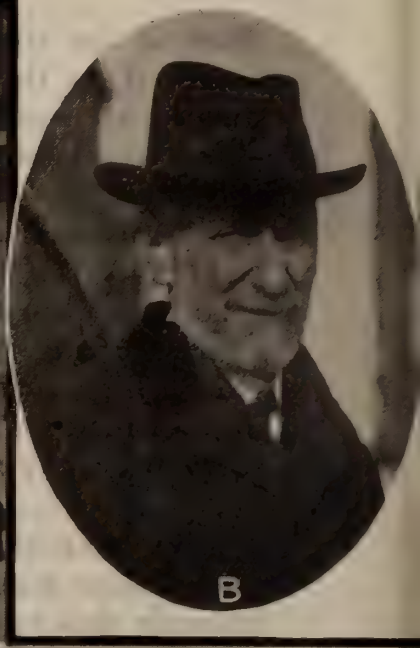
It has been said that "the Universal has shown greater improvement in quality than any other concern in the business." We have earned this praise by working like the devil to produce good pictures without waste. We have NOT been stampeded into wasting *your* money, for every dollar we spend comes from YOU. We have never indulged in the star-boosting, star-stealing, indoor sport, and we will not be a victim of this new form of story and play insanity.

We are producing pictures as near to perfection as pictures can be made. And every dollar we spend on them GOES ON THE SCREEN. This means that we are making pictures on which YOU CAN MAKE A PROFIT and with which you can maintain your popularity with the public.

If you are not booking all the Jewels and all the Universal Special Attractions, you are simply not posted. They are the talk of the trade AMONG THE MEN WHO KNOW!

If you want Dementia Americana, go elsewhere for it. If you want the profits that you are entitled to, look up a Universal exchange!

News Photographs from Universal Curren the International News



A—*Pershing's doughboys recovering from wounds high up in the Alps. The scene shows skii-clad convalescents and tired doughboys relaxing from the strain of army life in front of a hotel leased by the United States government at Chaninix, France.*

Events, Hearst News and

B—*Sir Horace Plunkett, noted Irish statesman, upon his arrival at Boston.*

C—*Secretary of the Navy Daniels talks to an airman thousands of feet in the air by aid of a new English invention.*

D—*Example of smoke screen emitted by a destroyer to mask a battleship fleet.*

E—*Captain Max Foster and his English bride. Thirty such came over with them on the transport Plattsburg.*

F—*Novel invention for coaling and loading merchant vessels.*

G—*Leviathan steaming up New York Bay with accompanying airplane, dirigible and destroyer.*

H—*Second contingent of the Twenty-seventh arriving on the Mauretania.*

J—*Lieutenant-Colonel Theodore Roosevelt, a casual, returning aboard the Mauretania.*

Priscilla Dean

The Wonder Star of the Year.....in

"THE WILDCAT OF PARIS"

Says the Los Angeles Record: "Miss Dean is incomparable. Emotionally, she is astonishing. In quick succession, she is surly, selfish and bent on wreaking her vengeance on her enemies; then gay, generous and forgiving; again, she is the daring, dazzling little cocotte of the Paris nightfall. This story is, indeed, well worth seeing."

A UNIVERSAL SPECIAL ATTRACTION

Great!

says "The DRAMATIC MIRROR"
in it's review of

PRISCILLA DEAN in "The WICKED DARLING"

CASH IN

On the Sweeping Popularity of All These Wonderful
PRISCILLA DEAN
PRODUCTIONS
Book Thru Any Universal Exchange

"We believe----"

say Brown and Meghan of Denver, "that Harry Carey in the right pictures is the best bet of the screen so far as present day Western Stars are concerned." That's why we star Harry Carey in Universal Special Attractions—for they're the "rightest" pictures being made today. See this new release at your nearest Universal Exchange, and you'll say "right," too. Do it this afternoon.

Harry Carey

in the mighty busy
UNIVERSAL
SPECIAL ATTRACTION

"A FIGHT FOR LOVE"

Harry Carey.

MUTUAL WELCOMERS.

WHEN Harry Carey returns to Universal City from his 5,000-mile personal-appearance tour of the West he will be greeted by nine former members of his company who have just been mustered out of the army. While he has been away, Jack Ford, who has directed a majority of Carey's productions, has reassembled a regular Carey family of actors and studio helpers and the khaki-clad veterans will greet the Western actor when he returns to the studio. Johnnie Thwaites, wounded at Messines, has returned to Universal City; Teddy Brooks, decorated with the war cross; Sid Rockwell, assistant director, formerly; Walter Kirkpatrick and George Lackey, who have seen service in the camouflage corps; William Ormond, wounded at Chemin des Dames; William Gettinger, who went through the Argonne; Sergeant Wilson Carruthers, one of the famous Princess Pats, and G. F. McGonigle, are looking forward to a happy reunion when Carey returns.

ABE MARTIN SAYINGS FOR SCREEN MAGAZINE.

(*Continued from page* 10.)

Martin sonnet, Kin Hubbard also makes numerous sketches of his quaint old Brown county character and of men prominent in the public eye. Hubbard's contributions to the New Screen Magazine are being awaited with interest.

Carey on 5000 Mile Tour of Universal Theatres

THE most surprising thing to most people who see Harry Carey in real life as he appears before audiences on his 5,000-mile tour, is to find that he is just as human on the stage and off of it as he is on the screen. In fact, Carey's long suit is "human stuff," and he could not "pull" so much of it on the screen if he did not exemplify so much of it in his actual existence.

The present tour brings Mr. Carey away from the glare of the studio lights and away from outdoor locations for the first time in three years. The Western star will, if his present schedule is carried out, spend several days in each of the cities he visits, making personal appearances in a number of theatres in each, and meeting as many of his followers as is possible.

Mr. Carey left Universal City and his San Fransquito ranch February 17, following the completion of his latest film play, "The Outcast of Poker Flat," adapted from several Bret Harte stories, and made his first stop at Portland, Ore. At the Strand Theatre, Portland, Carey was greeted with enthusiasm, despite the fact that he arrived on one of the worst days the city ever experienced. A heavy rain, beginning early in the morning, developed into hail and then snow, while the thermometer showed a gradually decreasing temperature.

According to advices from Manager W. B. Armstrong of this theatre Carey's personal appearance caused a record-breaking crowd to seek entrance to the theatre. The Western star made a brief, simple talk about the making of his pictures and told of the great need for good stories for production, encouraging young writers to turn their attention to the screen as a possible market for their manuscripts.

During his talk Mr. Carey displayed a special one-reel film showing how sets for his pictures were constructed and many of the preparations necessary to bring to the screen a finished photodrama.

Mr. Carey appears at the theatre in blue overalls, plaid shirt, boots and a black, broad-brimmed hat. He delivers but a short talk and during the showing of a special reel showing how his pictures are made and a bit of life behind the scenes at Universal City the actor talks about his pony and the cowboys who play a prominent part in his supporting casts.

From Portland Mr. Carey was scheduled to go to Seattle, Spokane, Butte, Denver, Salt Lake City, Minneapolis, St. Paul, Milwaukee, Chicago, Des Moines, Omaha, Kansas City, Oklahoma City, and back to San Francisco and Universal City.

The Spokane Chronicle says of Carey:

"Mr. Carey has nothing of the appearance or manner popularly ascribed to the actor. He is genial and cordial, picturesque and witty in his conversation, and does not take himself too seriously. His complexion shows the effect of his outdoor activities, part of which consists of riding thirty miles to work every day from his ranch to the Universal studios."

The Des Moines Register says:

"Harry Carey—A Regular Fellow.

"Teachers, if rows upon rows of seats that should have bloomed forth in tangled boy heads showed amazingly empty Monday afternoon, and, maybe, this afternoon, too, don't be puzzled, for those eager little chaps are seeing Harry Carey, one of their greatest screen idols, in person. Boys can understand Harry Carey, this vivid portrayer of heroic cowboys who ride and shoot and fight and rescue maidens in distress. He is a regular chap and the little fellows who see him will not be disappointed in their idol, because he's human and understands boys.

"Carey is no dude, and he makes his appearance wearing his huge black felt sombrero, a green and black checked wool shirt and regular cowboy boots. He chews gum and talks just exactly like you "knowed" he would. His voice is deep and—well, just exactly like it looked on the screen. His face is tanned and his light brown hair is just as likely to be slightly mussed as not, and he caresses his chin with his thumb when he's puzzled—just like he does on the screen. His laugh is short and embarrassed and chuckly,——just like it looked on the screen.

"At the Royal Monday afternoon, in fact, at all of the theatres in which he has made his jolly little how-de-do, he was received with open arms and he was a big hit, too. He liked to never dragged himself away from the outstretched hands that sought to grasp him.

"Des Moines fans are privileged to see a screen star only once in two or three years, and when they do stand in the presence of the luminaries who brighten so many hours for them their enthusiasm knows no bounds."

Publicity for PRISCILLA DEAN

in "The Silk-Lined Burglar"

ADVANCE STORY NO. 1.

ONE of those thrilling, shivery crook dramas, with the flashlight business in front of the safe at midnight, and revolvers glinting from behind curtains when least expected, is promised in "The Silk-Lined Burglar," which will be seen next..... at the.....theatre.

Priscilla Dean is the star, and, as might be guessed, the "silk-lined" burglar as well. She is not in the burgling business, but the job she does with the assistance of the redoubtable Boston Blackie should earn her a union card without delay. From the opening scene, when Boston Blackie, assiduously cooking "safe-blowers' soup"—nitro-glycerine—happens to see in the paper Doris Macon's advertisement for a "thoroughly efficient" yeggman, until the last surprising climax, the picture is one succession of thrills.

Sam De Grasse is the Boston Blackie of this Universal Special Attraction, and Ashton Dearholt is Robert Melchoir, the young Secret Service agent, to aid whom Doris embarks on her career of crime. Others in the cast are Lillian West, Sam Appel and Fred Kelsey. The photoplay is from one of the celebrated Boston Blackie stories by Jack Boyle, appearing in the Red Book Magazine. It was directed by Jack Dillon.

HOME VS. SCREEN.

PRISCILLA DEAN, star of "The Silk-Lined Burglar," invariably plays heroines of an emotional type—"wild," as she expresses it. At home, however, she is quite a different sort of person. Gelett Burgess, who wrote the story on which one of her previous successes, "The Two-Soul Woman," was based, observing this fact, sent her the following:

"There was a young star named
Priscilla,
Who at home was as sweet as vanilla.
But you never can tell,
For she acted like—well?
When she played in a cinema thrilla."

Miss Dean thought the limerick very clever except for one thing. Replying to Burgess, she chided him for calling a "movie" a cinema.

"Of course, I know you needed a three-legged word for your meter," she wrote, "but even that won't excuse you. 'Movie' is an American word, while 'cinema' came from France via England. America first, last and all the time is our motto."

FINE CAST CHOSEN.

A NOTABLE feature of "The Silk-Lined Burglar," which will be seen next ..... at the theatre, is its admirably balanced cast. Presenting a marked diversity of types, the picture offered a fine opportunity for discriminating casting.

Priscilla Dean, the star, has an audacious emotional role that is well-fitted for her personality. Ashton Dearholt admirably suggests the young Secret Service hero. In the part of "Boston Blackie" is Sam De Grasse, the screen's most noted crook. Sam Appel, as the detective; Fred Kelsey, as the German spy, and Lillian West, as Blackie's wife, are all very much "in the picture."

STAR WANTS ACTION.

"I'D much rather play underworld types than any other sort," says Priscilla Dean, "and, of all things, deliver me from the ingenue. 'A smile and a star and a hank of hair'—there you have the sum total of the ingenue."

Miss Dean's latest picture, "The Silk-Lined Burglar," which will be seen at the ..... theatre next ....., is far removed from the ingenue. In it she plays the part of Doris Macon, a young girl who stops at nothing, even safe-blowing, in her determination to aid her sweetheart.

"The sweet young nothings of the screen make me weary," continued Miss Dean frankly. "Just being pretty and appealing strikes me as a slim excuse for using up five reels of good film. Give me the girl that does something."

"BLACKIE" ON SCREEN.

ONE of Jack Boyle's celebrated Boston Blackie stories is the basis for Priscilla Dean's latest Universal Special Attraction, "The Silk-Lined Burglar," which will be shown at the ..... theatre next .....

Boston Blackie," safe-blower, confidence man, burglar and gentleman extraordinary, is one of the unique creations of American fiction, suggesting "Get-Rich-Quick" Wallingford in his plausibility and courage. Boston Blackie has none of that gentleman's hesitation about breaking the letter of the law. But always there is a reason, a justification that sways the mind of the reader to the thought that perhaps in similar circumstances he himself would do the same.

IT'S ALL HER OWN.

"WELL, I proved that my hair was my own," declared Priscilla Dean, triumphantly as she finished looking at a completed print of her latest picture, "The Silk-Lined Burglar." "I wonder what those cats will say now!"

"Those cats" are the persons who have been talking about the striking coiffures worn by Miss Dean in some of her earlier Universal pictures. In "The Two-Soul Woman" and other productions Miss Dean wore an immense pile of black hair in a wonderful effect. Bushels of it, there seemed, twisted in bewildering profusion.

Letters began coming in to the popular star, asking whether it was all her own. The critic of one of the photoplay magazines commented on it in his review of one of the pictures. But now Miss Dean has her revenge.

In "The Silk-Pined Burglar" Miss Dean wears boy's clothing while on a safe-blowing expedition. A fight follows and her cap is torn off. Through most of the picture Miss Dean is seen with her really wonderful hair floating in great waves down her back. No wig would withstand the perils of that scrap, so—it must be real!

Revenge!

LIKES CROOK PLAYS.

JACK DILLON, the Universal director, has one favorite type of picture—the crook drama. He insists such productions are the severest test a director must meet, but that the reward for a good production is commensurate.

"There can be no letdown in a crook story like 'Alias Jimmy Valentine,' 'Cheating Cheaters' or my latest picture, 'The Silk-Lined Burglar,'" said Dillon. "The suspense must be continuous and the whole production must fairly race along. A character drama or society picture has its moments of released tension, but not so in crook stories. Slowing up is fatal.

"But the very speed of the thing, the necessity for continuous action, is fascinating. Players and director respond to it and the whole production moves along with plenty of 'pep.' Give me crook dramas every time."

"The Silk-Lined Burglar," which will be shown at the ..... theatre on ....., is a good example of the speed that Dillon finds essential. It moves at whirlwind pace from start to finish.

Priscilla Dean

IN

"A SILK-LINED BURGLAR"

Priscilla

TWO remarkable things are connected with Priscilla Dean's sudden flashing into stardom—the quickness with which the public approved her and the unanimity of opinion as to the qualities for which they approve her. Never before have we received such instantaneous response from Press, Exhibitors and General Public as that whole-souled praise which followed the release of "THE WILDCAT OF PARIS" and "THE WICKED DARLING." And the interesting part of it is—they all see exactly the same vivid, flashing, intense, electric personality—the same perfection of screen technique—the same powerful heart-appeal in her uniquely charming person. Here, beyond all doubt, is a magnetic actress—one who alternately persuades and compels your admiration; and you, as a Showman, know what this means in dollars and cents.

Book Priscilla Dean in her newest delightful sensation, "A SILK-LINED BURGLAR." It will be the third of three splendid successes for you as well as for Miss Priscilla Dean.

Your nearest Universal Exchange.

UNIVERSAL FILM MFG. COMPANY
1600 Broadway, New York
CARL LAEMMLE, Pres.

Dean in

"A SILK LINED BURGLAR"

UNIVERSAL

SPECIAL ATTRACTION

Mary MacLaren
in
"Creaking Stairs"

UNIVERSAL

Harry Carey
in
"Roped"
"A Fight for Love"

The pictures you show should be above, all things, living, human dramas. Yet they must not be over-sexed. Who, then, shall judge—Censor, Producer or General Public? The Universal thinks it better business to leave it to the Public.

Because it is the Public who have watched for years the Universal's pictures — have steadily, carefully censored them by going or refusing to go —have put their seal of approval on them by making the Universal the most successful of all picture producing concerns. What better proof of the safety of public censorship could anyone want?

Yet—and make sure you get the point—our Universal Special Attractions have proven to be the most profitable drawing cards that the past nine months have produced.

We think this is pretty good proof of two things—the Public's right to censor pictures—and the Public's whole-hearted approval of the Universal's own censorship. See any one of the Universal Special Attractions listed here and you'll see a perfect example of what the public—your public —want today.

SPECIAL ATTRACTIONS

Monroe Salisbury
in
"The Light of Victory"

"The Silk-Lined Burglar"

By Jack Boyle.
Directed by Jack Dillon.

AT A GLANCE.

SUBJECT — "The Silk-Lined Burglar."

LENGTH—Five reels.

STAR—Priscilla Dean.

PREVIOUS HITS—"The Wildcat of Paris," "The Brazen Beauty," "Kiss or Kill," "The Two-Soul Woman," etc.

DIRECTED BY Jack Dillon.

STORY BY Jack Boyle.

ORIGINALLY APPEARING IN The Red Book as a Blackie Daw story.

SCENARIO BY Fred Myton.

SUPPORTING CAST — Ashton Dearholt, Sam De Grasse, Lillian West, Sam Appel, Fred Kelsey.

LOCALE—New York City.

TIME—To-day.

THUMB-NAIL THEME — The story of a daring girl who, to help her sweetheart, a Secret Service agent, hires a crook to rob the safe of a spy suspect.

ADVERTISING PUNCHES.

1—The popularity of the star, Priscilla Dean, and her recent successes, "The Brazen Beauty," "Kiss or Kill" and "The Wildcat of Paris."

2—Its authorship, by Jack Boyle, and its appearance as a story in the Red Book Magazine.

3—The fact that it shows the best-drawn type in crook fiction since "Get-Rich-Quick" Wallingford, "Boston Blackie," criminal par excellence.

4—The appearance of Priscilla Dean in boy's clothing.

5—The fact that it gives Miss Dean an entirely new type of role and marks the start of a series of underworld stories for this star.

6—That Ashton Dearholt is again Miss Dean's leading man.

7—That Miss Dean breaks into her sweetheart's room in her efforts to foil the villain—and is caught.

CAST.

Doris Macon	Priscilla Dean
Robert Melchoir	Ashton Dearholt
Boston Blackie	Sam De Grasse
Michael Delano	Sam Appel
Mary	Lillian West
Capt. von Hoffmeier	Fred Kelsey

BLACKIE rises to the lure of adventure like a trout to the fly. Laughing at his wife's fears, he answers an advertisement for a thoroughly efficient safe cracker, where the jazz and the one-step flourish—he meets, by appointment, Doris Macon.

Blackie's practiced eye sizes her up in an instant—she is "straight," this young, superbly clad, beautiful girl who sits awaiting him in the rich glow of the shaded lamp in a nook of the reception room. Being straight, what can she want with a safe-cracker?

Blackie's unspoken question is soon answered. All she asks is that Blackie shall go with her to a house not her own, enter with a key she will give him, follow a printed plan of the house to a wall-safe hidden behind a panel, blow the safe and turn the contents over to her. For that he will receive $500.

Frankly the girl admits that the contents of the safe are not her property, "legally." But morally she insists she has every right to them in the world. "And you couldn't fail. Of course, if you are afraid——"

It is enough. Blackie takes the hook and at midnight follows blindly as the girl leads the way into a great house standing dark and tenantless in the mids t of magnificent grounds.

FOR THE HERALD.

Would This Interest You in an Adv.?

Wanted — Thoroughly efficient safe-cracker, one used to taking risks. Remuneration ample. Apply at once, please. Address Box 2430, Blade.

That's the way the latest Priscilla Dean Special Attraction begins. "The Silk-Lined Burglar" is its name, and action and suspense are its keynotes from the opening iris to the final fade-out.

It's a Boston Blackie story, made from one of Jack Boyle's famous Red Book crook stories.

There's a real safe-cracker who has made monkeys of the police; there's a rich young society girl who needs a safe-cracker in her business — whatever that may be! There's a young Secret Service agent who is at his wits' end how to stave off the ruin of his professional career—until the girl and Blackie solve the problem.

To tell more would spoil the enjoyment of one of the best treats this theatre has offered this season. See "The Silk-Lined Burglar" when it comes here on .....

What happens there, when the owner returns as the safe is blown open and when young Robert Melchoir of the U. S. Secret Service, Doris' sweetheart, comes in at the door as Doris and Blackie go out at the window—these and the surprising developments that follow when Doris climbs through the transom of Melchoir's apartment—all go to make one of the swiftest, tensest screen dramas of the year. See "The Silk-Lined Burglar" here next .....

ADVERTISING CATCH LINES

The story of a feminine Jimmie Valentine.

If you wanted to hire a safe-robber, where would you get one? Why, advertise! Priscilla Dean does in "The Silk-Lined Burglar."

The latest adventures of Boston Blackie.

Would you become a safe-cracker to help the man you love?

The society queen meets the king of the safe-crackers.

The crook play de luxe, with the famous Boston Blackie at the helm.

Just as she blew the safe, the owner put his key in the door. Zowie!!

Posters for Priscilla Dean IN "The Silk Lined Burglar"

R.H. Cochrane, Offers
PRISCILLA DEAN
PLAYING THE TITLE ROLE "The UNIVERSAL SPECIAL ATTRACTION
A Silk Lined Burglar
PRODUCTION by JACK DILLON

One-sheet.

One-sheet.

Six-sheet.

Three-sheet.

TWELVE Universal Special Attractions, during the past few months, forever established this new group of productions as a new standard in the moving picture business. Undoubtedly you are showing Universal Special Attractions today, but you may never have shown these twelve, the pictures that made Universal Special Attractions. They are listed below. See them—show them—now. You can't do any better.

Harry Carey

"Hell Bent"
"Three Mounted Men"
"Roped"

Dorothy Phillips

"The Mortgaged Wife"
"The Talk of the Town"

Mary MacLaren

"Bread"
"The Model's Confession"
"Vanity Pool"

Herbert Rawlinson

"Smashing Through"

Mae Murray

"Her Body in Bond"
"The Bride's Awakening"

Priscilla Dean

"Kiss or Kill"

See them at your nearest Universal Exchange, or communicate with the UNIVERSAL FILM MFG. COMPANY, Carl Laemmle, President, 1600 Broadway, New York.

BR.

NEWSPAPER ADS ON MAE MURRAY IN "What Am I Bid?"

SIMPLY INSERT THEATRE NAME AND YOUR AD IS COMPLETE

"What am I Bid?"

-the new and beautiful heart picture starring

Lovable Mae Murray

DO you like love stories that keep you all in a tremble for fear they won't turn out right? Do you like a thrill and a laugh mixed in with romance? Do you like wonderful forests, mountains, streams—the secrets of the moonshiners—the dramatic surprises of the Secret Service? Then go see one of the finest, most exciting, appealing pictures of the year, played by an actress who is always delightful, always unique. Now playing.

{ YOUR THEATRE NAME HERE

T. C. Cut, No. 95, Mat 20c.

All Universal Special Attractions include three newspaper ads, 1 column, 2 column and 3 column as shown on these two pages. They are always done in pen and ink style to print perfectly in any newspaper. The call for these ads is growing daily, proving that Exhibitors welcome a complete advertising service such as this on Special Attractions. Your Exchange will furnish you with mats or electros as you prefer. Almost all newspapers can use mats, and as they are cheaper than electros we advise you to get the mats. Order by initial and number from your exchange, and if they can't supply you, communicate direct with the SUPPLY DEPARTMENT of the UNIVERSAL FILM MFG. CO., 1600 Broadway, New York City.

—that's Mae Murray in this appealing story of the little mountain girl who was just about to be sold as an orphan when the young stranger she had nursed back to life came to her rescue. A beautiful love story in the most bewitching outdoor settings of stream and forest. Don't miss it.

NOW PLAYING

[*Your Theatre name, prices etc. here*]

T. C. Cut No. 96, Mat 20c.

her lamb died

and then her father signed the poor little mountain girl away to pay a debt and then she

fell in love

with a handsome young stranger who didn't tell her he was after her moonshiner friends and when he went away she was nearly

sold as an orphan

but he came back just in time and they lived happily ever after. The prettiest love story of years in wonderful outdoor mountain scenery is the new Mae Murray drama

"What am I Bid?"

[YOUR THEATRE NAME HERE]

Mae Murray

THE UNIQUE

T. C. Cut No. 97, Mat 20c.

Book This
UNIVERSAL
SPECIAL ATTRACTION
Thru Any Universal Exchange

HY MAYER

WHEN "The Red Glove" was first conceived, Joe Brandt, who is in active charge of serial production and releases, bethought him of a new method of advertising it. He came to the conclusion that inasmuch as "The Red Glove" serial is a picture, it should be advertised through the medium of pictures. Furthermore, that these pictures should be line drawings made by the most famous exponent of the art of pen and ink drawing who could be obtained. A survey of the field decided Mr. Brandt that no one was better qualified than Hy Mayer to initiate this new form of advertising a screen product. To picture fans Hy Mayer is exceptionally well known through his clever cartoons for Universal Current Events and the Animated Weekly. His touch is so deft, his appeal so universal and his humor of such unfailing sincerity that he has retained for years a place as the leader of the screen cartoonists similar to that which he has for years held as the cleverest and most appreciated of newspaper caricaturists.

The plan adopted embraced a drawing a week, one to each episode, to be contracted for by newspapers in the towns in which the serial was being run. So successful was the campaign that a great many more newspapers than was anticipated adopted the unique opportunity of presenting a drawing by a world-famous artist once a week, in any size desired. The cartoon is sent out in the mat form and below each drawing is a short synopsis of the episode which the drawing illustrates.

On these two pages we have presented the first four drawings, together with an illustration of the artist seated at his desk in his own studio. Here are the captions which appear under the episode drawings:

(*See next page.*)

DRAWS for "The Red Glove"

"The Pool of Lost Souls."

BORN of the magic call of newly-discovered fields, the town of Limasito has sprung into being in the coastal region of turbulent Northern Mexico. Hither have come prospectors, speculators, men who live by their wits, as well as those who live by the sweat of their brows—rough men, ready with guns, asking no questions of strangers and answering no questions that are asked. The activities of the community center in the Blue Chip, a gambling hall, whose proprietor, the mysterious "Gentleman Geoff," is the father of a fascinating, vivacious, courageous girl, who knows no other name than "Billie."

Billie, inured to the life, knows no fears. She is, too, the pride of the settlement, loved and adored by the rough men of the oil camp and respected by the natives. No one questions Gentleman Geoff's simple assertion that he is the girl's father.

A hidden valley in a nearby canyan forms a safe refuge for a band of typical prowling brigands. The leader, called "The Vulture," and his band of vultures—so named because of the peculiar head-dress of feathers they affect and because of their daring depredations — enjoy nothing so much as their murderous, looting raids upon the surrounding countryside and their quick retreats to their secret valley refuge, their spoils in hand, where they seem to vanish before the very eyes of their pursuers.

Local legend has it that "The Pool of Lost Souls" is the center of the great natural oil reservoir. No one, however, knows the location of the mysterious "Pool." Two

(*Continued on page* 35.)

One of the many astounding Scenes in this Serial

WE challenge any serial producing company to show the Exhibitors of America a serial that equals MARIE WALCAMP in "THE RED GLOVE." We challenge any serial producing company to show an 18 chapter story that has the same fascination, the thrills, the punches, the holding power, the extraordinary class and artistic presentation as fine as the finest features. These are the reasons why this serial is sweeping the country. This is why hundreds of exhibitors call—

18 - - -18 AMAZING EPISODES

MARIE WALCAMP

"THE Red Glove" IN

The Serial of A THOUSAND Surprises

Directed by J. P. MacGowan

No Serial on the Market Compares with it

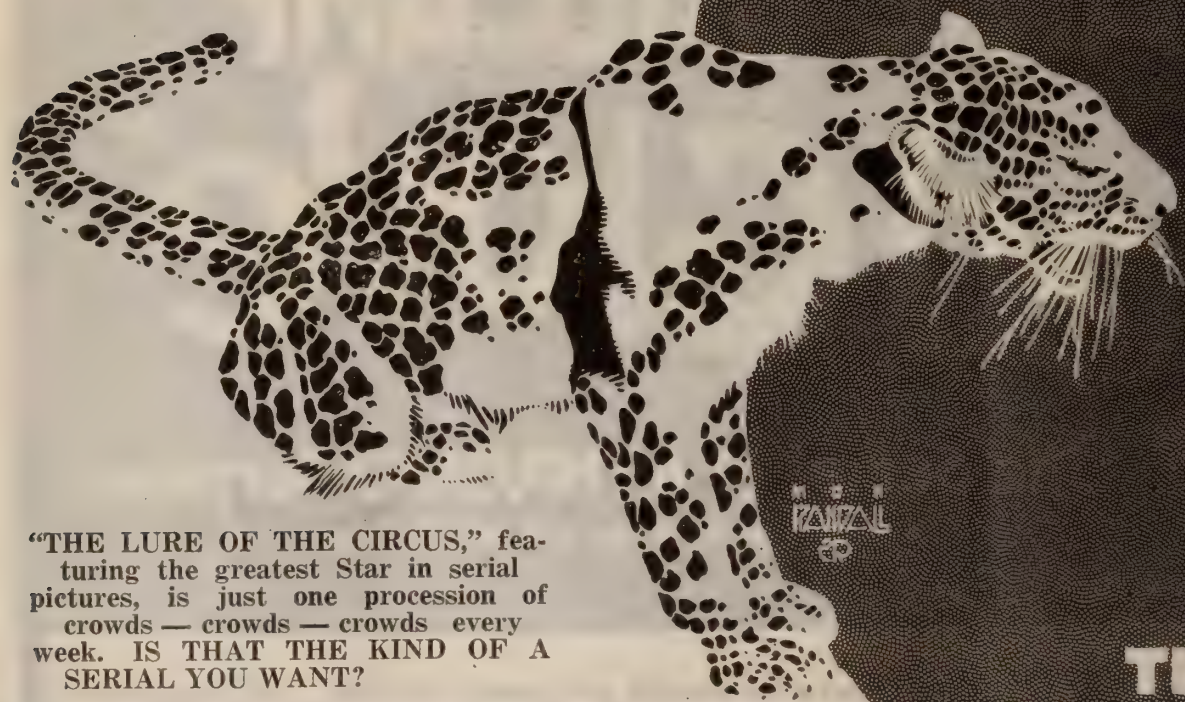
YOU don't have to accept our word for this. All you have to do is SEE THIS SERIAL WITH YOUR OWN EYES —that's the test we ask you to make, in comparison with ANY serial on the market. You'll book, as hundreds have and are now doing, INSTANTLY, ON THE SPOT.

BOOK THRU ANY U EXCHANGE

SUPREME SERIAL
BOX-OFFICE STAR

Eddie POLO

The LURE



"THE LURE OF THE CIRCUS," featuring the greatest Star in serial pictures, is just one procession of crowds — crowds — crowds every week. IS THAT THE KIND OF A SERIAL YOU WANT?

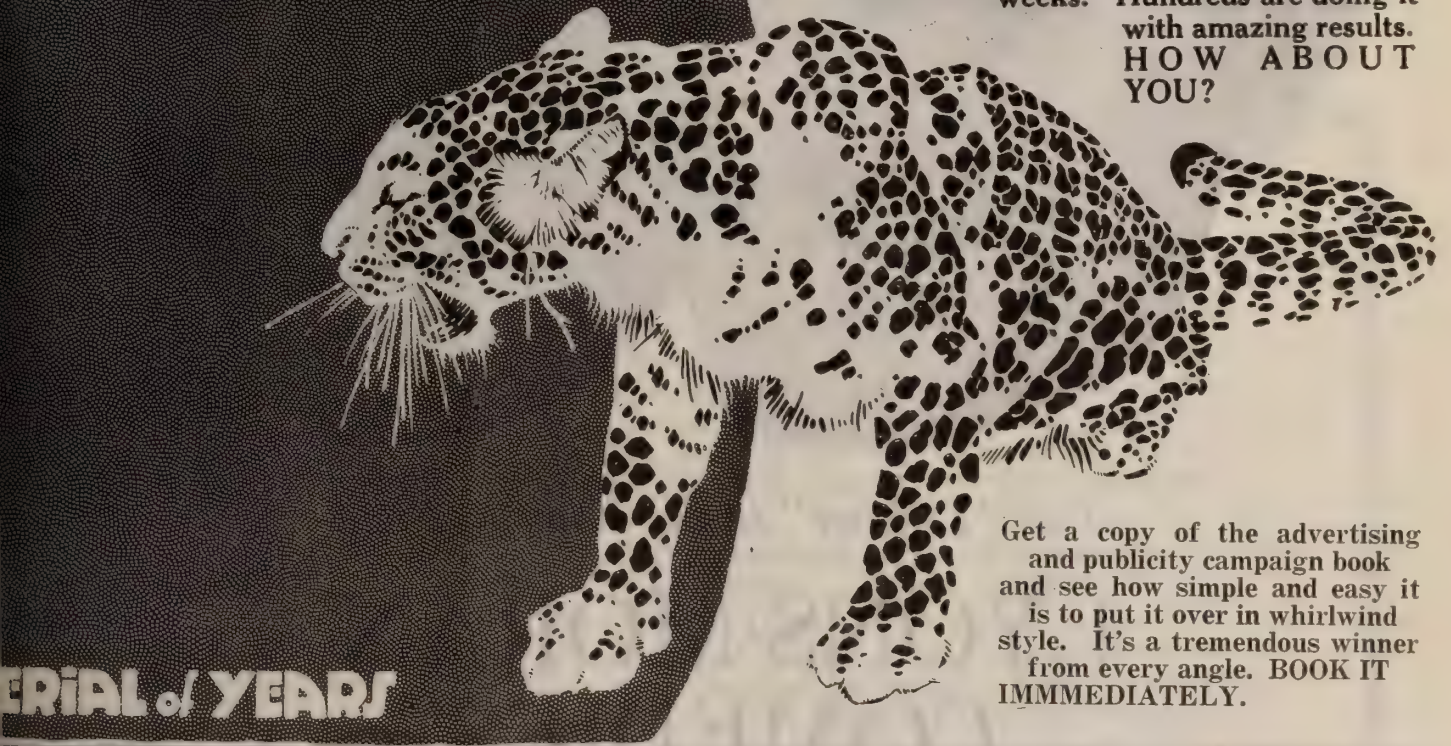
THE PRIZE

YOUR NEAREST UNIVERSAL
AS MANY EPISODES AS YOU

Play it up every week as big as your feature and watch the crowds flock like sheep--

of the CIRCUS

Yes, give EDDIE POLO in "THE LURE OF THE CIRCUS" only half the advertising you give your feature, and it will keep a steady stream of profits flowing for 18 straight weeks. Hundreds are doing it with amazing results. HOW ABOUT YOU?



ERIAL of YEARS

Get a copy of the advertising and publicity campaign book and see how simple and easy it is to put it over in whirlwind style. It's a tremendous winner from every angle. BOOK IT IMMMEDIATELY.

EXCHANGE WILL SHOW YOU WANT TO SEE---GO TO IT

The "Tiffany" of the Comedy Field

LYONS-MORAN COMEDIES

As much superior to the ordinary comedies as a Waldorf Banquet is to a stale sandwich. They'll put your house on the map. Nothing on the market that can compare with them.

BOOK THRU ANY UNIVERSAL EXCHANGE

GROWING HOURLY!

GROWING HOURLY!!! The list of metropolitan newspapers herewith shown constitutes only those which have contracted for the NEW SCREEN MAGAZINE up to March 3rd. Salesmen from the road report new contracts coming fast. Nothing unusual at all for the big bright—

New Screen Magazine

—is taking the country by storm. Not alone these live wire newspapers, but hundreds and hundreds of Exhibitors have booked already and are booking this fascinating new screen magazine release.

LOOK at this list and we've only started

"Omaha Bee"	Omaha, Neb.
"Register and Tribune"	Des Moines, Iowa.
"Courier and Enquirer"	Buffalo, N. Y.
"Montreal Herald"	Montreal, Can.
"Boston Record"	Boston, Mass.
"Baltimore American"	Baltimore, Md.
"Detroit Journal"	Detroit, Mich.
"North American"	Phila., Pa.
"St. Louis Republic"	St. Louis, Mo.
"Kansas City Post"	Kansas City, Mo.
"Salt Lake Herald"	Salt Lake City, Utah
"Butte Miner"	Butte, Mont.
"Denver Times"	Denver, Colo.
"Portland Journal"	Portland, Ore.
"San Francisco Chronicle"	San Francisco, Cal.
"Los Angeles Times"	Los Angeles, Cal.
"Atlanta Constitution"	Atlanta, Ga.
"El Paso Times"	El Paso, Tex.
"Ft. Worth Record"	Fort Worth, Tex.
"New Orleans States"	New Orleans, La.
"Indianapolis Star"	Indianapolis, Ind.

WRITE OR WIRE YOUR NEAREST UNIVERSAL EXCHANGE FOR CONTRACT.

International News,

No. 11.

Tornado Wrecks Town; Leaves Trail of Death.—Several killed, many injured and heavy property loss is toll of terrific storm.—*Ausaula, Ala.*

Sub-Titles.—Only the tower of the Catholic church is left standing. A huge tree uprooted and blown for miles.

Review Moroccans Who Fought in Palestine.—General Lyautey inspects picturesque French troops who aided the British in the conquest of the Holy Land.—*Tasilbilet, Morocco.*

Sub-Title.—The charge of the tribes—the wild riders who routed the Turkish cavalry before Jerusalem.

Uncle Sam Teaching Trades to Wounded.—Dr. Prosser, of the Federal Board of Vocational Education explains to applicants how the government is helping every man to help himself.—*New York City.*

Sub-Titles.—"You can choose the kind of work you want. You will be trained until expert, and, best of all, you will get $65 a month while learning." Frank Brown, of Hamburg, N. Y. He was crippled for life in fighting in the Verdun sector. The Federal Board is going to make an expert mill worker of him. Charles J. Kelly, of Albany, N. Y., used to be a chauffeur. An explosive bullet smashed his arm. He will study to become a chemist. At the Pratt Institute, Brooklyn, N. Y., wounded boys receive special courses. Here is the machine shop. In the woods work shop the boys are taught everything from shingling a house to building a boat. At the forges.

In the Public Eye.—Members of the Democratic National Committee, meeting in Washington to select a new chairman, pose for the International News.

Sub-Titles.—Homer S. Cummings, of Connecticut, new chairman of the Democratic National Committee. "Mother" Jones, famous leader of strikes, visits Pittsburgh and is welcomed by a committee representing ten thousand steel workers. Sir Horace Plunkett, noted Irish statesman and chairman of the Irish Convention, which recently sought to solve Ireland's problem.

Decorate One-Armed Hero of Aerial Battle.—Lieutenant C. W. Drew, a patient of the Walter Reed Hospital, receives the Distinguished Service Cross for valor displayed in a duel to the death high in the skies of France. —*Washington, D. C.*

Slavic Heroes Hold Last Review in France (Omitted from New York, Syracuse and Boston Editions).—Gallant Czecho Slovak Legion that fought with the French army, marches in phalan formation before returning to native land, now free of the foe.—*Somewhere in France.*

Destroyers Save Troop Transport.—Swift, little craft that put U-boat out of business engage in first maneuvers in American water since the signing of the armistice.—*Guantanamo Bay, Cuba.*

Syracuse Lads Who Routed German Return Victorious (For Syracuse Edition).—*New York City.*

Sub-Titles (Photographed and released in co-operation with Syracuse Post-Standard). — Into New York Harbor steams the transport Mount Vernon, her decks jammed with khaki-clad boys of the 27th Division—boys who smashed the Hindenburg Line and won eternal glory. Our own lads from Syracuse! With proud heart we greet you. Captain Cheney and Captain Lewis, both of Syracuse and of the 102nd Sanitary Train, 27th Division. Major F. W. Sears, of Syracuse, commander of the 102nd Sanitary Train. At Camp Merritt, Tenafly, N. J., Colonel Jenings, commander of the 108th Infantry, issues orders to his staff officers. Colonel Jennings, Captain Farmer and Lieutenant Horburgh. Captain Donoker, Lieutenant Barrie, Captain Hoder, Captain Farmer and Lieutenant Horburgh. The boys of Company C, 108th Infantry.

Artillery Outfits of Twenty-Seventh Division Return (For New York State Edition only).—Mayor Hylan with members of the Mayor's Committee, greets the lads of the 104th, 105th and 106th. Field Artillery arriving home aboard the transport America. —*New York City.*

Sub-Titles.—Mayor Hylan and Mrs. Hylan throw newspapers, and packages of cigarettes to the boys. Whipping the Germans was as easy as pie. General George A. Wingate, commander of the 52nd Artillery Brigade; Lieutenant Colonel Lovell and Major Walter Schellkoff. Colonel John T. Delaney, commander of of the 104th Field Artillery. Colonel K. E. Klemm, commander of the 106th Field Artillery; Major R. W. Hinds, Captain J. C. Gravin and Captain Floyd Hayen. Lieutenant Colonel B. F. Verbeck of the 106th Field Artillery. Colonel Klemm gives some of the boys a farewell talk. Off for camp—then home!

"Bill Brennan's Claim."

Two-Reel Western, with Neal Hart.

BILL BRENNAN had a mining claim. Jim Sawyer, an adventurer, jumped his claim and when he ran across an old miner by the name of Dad West he engaged his services for the claim. It seemed that Dad West had a daughter, Nina, and Sawyer quickly saw himself married to Nina and settled on the claim. He persuaded Nina to say she would marry him.

SYNOPSES OF INTERNATIONAL NEWS, No. 11; "BILL BRENNAN'S CLAIM," AND "A SKATE ON SEA."

Meantime Bill Brennan comes back to his claim and finds old Dad West and Nina. Chivalry prevents him from ousting them, further complicated by his quick attraction to Nina. One day, when Nina goes to town in the buckboard for more supplies, she has an accident and Brennan is on hand to rescue her. He tells her of his love, but she tells him that she is betrothed to Jim Sawyer.

Brennan has seen Jim Sawyer kissing a dance-hall girl and knows him to be a cad, but he bides his time. Sawyer decides to elope with the girl and starts out in a buckboard to drive cross country, but Brennan gets wind of the procedure and follows in his own wagon. He overtakes them just as a train is passing. Sawyer jumps for the train and Brennan goes after him and they fight in the car and out and up over the top until finally Sawyer is vanquished and pushed from the train.

Brennan returns to his claim, marries Nina and all is happy ever after.

"A Skate on Sea."

L-Ko Two-Reel Comedy, with Charlie Dorety.

(*Copyright*, 1919, *L-KO Motion Picture Ko.*)

ANYONE who has ever experienced the fatal malady of seasickness knows that it would be just as easy to roller skate on a rolling deck as to stand still and let the railing creep up on you—and far more amusing. This gives the setting, which always happens sooner or later when you try to roller skate.

You see, Mrs. Lotta Kash, accompanied by her dog and her husband, took a little voyage and Mabelle went along as a maid in America. Whiskey Willy went through the throes of serving a meal and Bouncing Billy saw the pretty maid and wrote her a poem. Unfortunately the poem fell into the hands of Mrs. Kash, who thought it was for her, and then the dog and her husband were angry. Bouncing Billy did not know whether to step off the boat and walk back to land or what. So, just here, unfortunately, the film came to an end.

"THE POOL OF LOST SOULS."

(*Continued from page 27.*)

competitive oil companies are in quest of it, and the representatives of these concerns are in Limasito.

Billie meets both of them — Kern Thode and Starr Wiley. It is to the former, however, that she feels herself drawn. Thode saves her from Wiley's insults and this serves further to strengthen her admiration for the young engineer.

Tia Juana, an aged Mexican woman, is the only person who knows the location of the pool. She is devoted to Billie and means to tell her the great secret. Billie on various occasions has befriended Juana and her grandson, Jose. A note to Billie from the native woman leads the girl to believe that she at last is to learn where the pool of mystery lies.

Wiley enlists the aid of the Vultures.

Billie sights the Vulture band while riding through the canyon. She scents trouble and urges her horse on to full speed, escaping by a daring leap down a perpendicular canyon side just as the brigands reach the ravine ledge above and are halted by the peril of the steep descent.

Will the outlaws pursue her and prevent her from learning the details of "The Pool of Lost Souls?"

"The Mystery of the Map."

BILLIE is the vivacious, fearless daughter of "Gentleman Geoff," owner of the Blue Chip gambling hall in the oil-boom Mexican town, Limasito. Hither have come representatives of two rival oil companies, Kean Thode and Starr Wiley, who hope to discover the location of "The Pool of Lost Souls," which, native tradition has it, is the center of the huge natural oil reservoir cradled in the turbulent Mexican foothills. Tia Juana, a native woman, the only living being who knows the location of the mysterious pools, means to unfold the secret to Billie, who has befriended her on many occasions. A note from Juana comes to the girl and leads Billie to believe that the secret is at last to be disclosed to her.

Before Juana can carry out her purpose—if, indeed, that is her purpose—Wiley, who is as unscrupulous as he is polished and plausible, enlists the aid of the notorious brigand, the Vulture, and his band of roving bandits to compel Juana to disclose the secret to him.

Billie, on her way to the home of the native woman, is pursued by the outlaws, but makes her escape. Continuing her journey, she comes suddenly upon the unconscious form of Jose, grandson of Juana. Reviving the boy, she learns that he had been accosted by Wiley, who insisted that he, as well as his grandmother, is in possession of the secret of the pool. Despite the lad's protests of ignorance, Wiley resorted to such violence in an effort to force the secret from the boy's lips that Jose, in the fierce pain of the attack, had fallen unconscious.

Billie carries the injured boy to his dobe home and there, from his half-delirious mutterings, she learns that Juana has in her keeping, securely concealed, a glove of a strange red hue. Drawn in black on the inside of this glove, so Jose reveals, is a map showing the location of the pool. But Jose knows no better than Billie where Juana hides the gauntlet.

Fired with indignation at Wiley's cruel abuse of Jose, Billie leaps again on her horse and gallops back to Limasito. There, at the Blue Chip, she encounters the oil man and charges him to his face with his attack on Jose. Wiley, thus confronted, for a moment loses control of himself and seizes Billie by the arm. Gentleman Geoff and Thode, however, are both at hand to see that no harm befalls the girl. But, when they start to her rescue, she proudly waves them back. "I can take care of myself," she says, and her hand, steady as a man's, slips quickly to her revolver in the holster hanging at her waist.

Wiley skulkingly backs away. But he is certain of victory. At that very moment a plan set on foot under his direction is being put into execution. This is destined to cause more than a little disturbance in Limasito, and eventually will bring to Billie not only much danger but much sorrow as well. The storm, indeed, is even then gathering.

"The Blue Chip Is Attacked."

"GENTLEMAN" GEOFF, proprietor of the Blue Chip, general store and gambling hall in the Mexican oil-boom town of Limasito, well merits the sobriquet by which he is known. Though none is more deadly with his gun than Geoff, none quicker on the trigger when occasion for shooting arises, he still bears, beneath his rough exterior, evidences of gentler breeding and even of college culture. His personal history, however, is a matter unknown to the oil men, to the gamblers, to the prospectors and to the adventurers who have flocked to the Mexican town with the first news of the discovery of oil.

Here, alone, so far as family is concerned, except for Billie, his young and beautiful daughter, "Gentleman" Geoff is the most prominent figure in the community. Billie herself, however, because of her beauty, her fearlessness and her independence, is, in her own way, no less prominent than her father.

Representatives of two great competing oil corporations have come to Limasito, not alone to gain control of the field, but, also, to seek the mysterious "Pool of Lost Souls," reputed among the natives to be the very heart of the great natural oil reservoir. Only Tia Juana knows the secret of the pool's location. This, she has informed Billie, is disclosed in a map contained in a red glove. But Tia Juana has not yet divulged to Billie the hiding place of the glove.

Kern Thode and Starr Wiley, representatives of the rival oil companies, are no less interested in Tia Juana's secret than Billie. It is in Thode, however, rather than in Wiley that Billie's interest centers. She feels an instinctive dislike for Wiley. And this, as circumstances prove, is well justified, for Wiley does not hesitate to stoop to foul means in his quest for the mysterious pool. Fearful that Thode, his junior and thoroughly trustworthy, may defeat him in the search, Wiley has resorted to employment of the Vulture, chief of a band of brigands, and of the outlaws who consort with him.

Stung by a momentary defeat, Wiley calls upon the Vulture and his outlaws to raid Limasito. Word of their coming precedes them long enough to enable the men and women of the village to seek refuge in "Gentleman" Geoff's Blue Chip. There they prepare to resist the brigands' attack.

With the arrival of the Vulture and his band, a terrific battle ensues. The huge portals of the structure hold firm, however, in the face of the mad rushes of the outlaws, and it is not until the Vulture orders a battering-ram brought against the heavy oak doors of the Blue Chip that the defenders feel they are doomed.

Billie fights side by side with her father. Thode, defending the stronghold with the rest, suddenly conceives the plan of making a dash through a rear door and, cutting and shooting his way through the ranks of the bandits, of riding to summon aid. With this end in mind, he slips out into the night. Almost at the same instant, a bullet finds its mark in the body of "Gentleman" Geoff, and he sinks into the arms of Billie.

Meanwhile the battering-ram still assails the door. Before each crushing blow, the heavy timbers groan and the great hinges and bolts give bit by bit. A few more lunges of the ram and the Vulture and his band will beat down the barrier. Will it hold until Thode returns with aid? If it gives way, what new catastrophe awaits the brave girl who pillows in her lap the head of the stricken "Gentleman" Geoff?

SYNOPSES OF "THE WIFE BREAKERS," NEW SCREEN MAGAZINE, No. 6, AND "LIZZIE'S WATERLOO."

"The Wife Breakers."

Lyons-Moran Star Comedy.

CAST.

Mr. Seezum.....Eddie Lyons
Mr. Doodem.....Lee Moran
Mons. Bopeep.....William Dyer
Madame.....Lillian Rossine

EDDIE and Lee are lawyers. A distinguished Frenchwoman comes to their office to secure a divorce evidence on her husband, whom she suspects of flirting nightly at the Poodle Dog Inn. The boys accept her thousand dollars and the case. She is to meet one member of the firm at seven that evening and proceed to the Inn. Eddie claims he cannot go because it is his birthday. They match and Lee loses, being selected to take the madame to the Inn. He calls his wife and tells her he is called out of town on business. Eddie goes home and finds out that his wife has arranged a birthday surprise party of Lee and his wife and Eddie at the Poodle Dog Inn. Knowing Lee is there, Eddie tries to cancel the party, but Lee's wife arrives and insists on going without Lee. The party of three arrives at the Poodle Dog Inn. Lee is there with the madame in a private booth. Her husband, who is there for the same purpose as his wife, is in the next booth. They hear each other. Lee peeks over and, seeing giant husband, flees. Goes downstairs, where he runs into wife and party. Claims he was looking for them, as business trip is off. Eddie goes upstairs to see the madame and husband sees him. Eddie returns and husband follows them to the table. The husband has intercepted a note from his wife to Lee. He asks which one belongs to the note, starting trouble at the table. The wives claim their husbands came with no women. The husband takes them upstairs to prove it. The madame hides in another booth and sees her husband with two women. Rushes downstairs and tells boys she is going to murder women and her husband. Boys rush upstairs after her and prevent murder of their wives, when everything is explained and the madame takes back her hubby, while the boys split the money with their wives.

New Screen Magazine, No. 6.

IF the bugbear of kitchen work, the accompanying sinker biscuits and the servant problem could all be whisked out of the way, who knows but that the divorce courts would close? Think over some of the newer kitchen work-saving devices shown in New Screen Magazine No. 6. Here comes Romance on stealthy feet—romance in terms of feet is a decided innovation. What a store of faith in man dogs have! Too bad more wives haven't it, but what wife wants to lead a dog's life? There are some good scenes from the New York Dog Show.

A tip-top tip-toe dancer is Miss Aleta Dore, fifteen years old and winner of fifteen million claps for her beautiful dancing in "Good Morning, Judge." Miles and miles of smiles, judging by the way Jerome's Laughographs travel. A few reasons why you shouldn't be a fish, if you don't already know them.

Just supposin' everybody meant what they said—if her face really fell and she really cast down her eyes, and really meant "No" when she said "No." What a sad world! Don't miss the latest edition of the Whoozit Weekly.

When People Can't Get In, and When They Do, Come Right Out Again and Buy Seats to See It Over, and Others Spend Ten Times the Price of Admission in Railroad Fares and Come Hundreds of Miles, Then It's Time for Me to Change My Mind and Say

4TH BIG WEEK

BEGINNING NEXT SUNDAY MARCH 2

THE HEART OF HUMANITY

The Show They're All Wild About

Millions of Thrills That'll Run Up and Down Your Spinal Column

SAME BIG SHOW— MUSIC EFFECTS THRILLS

SHUBERT Matinee Daily 1500 SEATS 25c Every Evening PRICES FOR THE MASSES

JAS. V. BRYSON, Director. Send the Whole Family

"Lizzie's Waterloo."

Nestor Comedy.

CAST.

Dad.....Orin C. Jackson
Son.....Ernie Shields
Maid.....Marcia Moore
Sally Sloppus.....Jane Bernoudy
Fatty.....Ed Sedgwick

THE pretty maid is a great attraction to both father and son, but when mother finds out about all the flirting the maid is quickly dismissed and she orders the ugliest maid from the employment bureau.

Sally Sloppus is the maid sent. She quite answers the description. She has to stop on her way to flirt a bit with the policeman, Fatty, during which time her mischievous children play many pranks upon the guardian of the law.

The son meantime has followed the maid and is having a happy time in the park. As soon as father can break away from mother's scolding he, too, finds enjoyment in the park. Mother misses the two and sends Sally after them. Sally hides the children in the cupboard, and mother, in the next room, reading of burglars, hears the noise they are making and telephones for the police. Sally cannot find the two and returns home and is entertaining Fatty in the kitchen while mother barricades the door with all the furniture available.

Father and son return home and see mother with the gun. They think she is waiting for them and so they try to get in the window. The police arriving at this time think they are the burglars and capture them, but mother soon dispels that idea.

Sally hides Fatty in the cupboard with the children when the police pound on the door. When they finally gain admittance they slide all over the floor where the children have put soap. Finally the police take Fatty to the station, where he is given a long sentence and mother dismisses Sally on account of the children and then telephones the employment bureau to send two good-looking maids so that she can keep father and son at home.

RAISED PRICES SECOND WEEK.

SIXTH week and still going strong is the latest from J. V. Bryson and "The Heart of Humanity" at the Shubert Theatre in Minneapolis. So good did the business look to Bryson after the first two performances that he walked right out to the announcement scale and shot it up. The people just thanked him, that's all. The cut in the next column is the announcement of the fourth week.

Whoa!

Easy boys—seems as though there's a regular storm of bookings on these Carmel Myers pictures lately. Guess Exhibitors are waking up to the fact that these are real stories with some real direction and real action. And if reports are true this series of Myers pictures are winners. There's "MY UNMARRIED WIFE"—"WHO WILL MARRY ME?"—"THE "DREAM LADY"—"A SOCIETY SENSATION"—"ALL NIGHT" and "THE LITTLE SAVAGE," all—

CARMEL MYERS

in "The LITTLE WHITE SAVAGE"

—pictures that will play your house to capacity if given the ordinary publicity. Book them all. Get ALL the prestige by playing the whole series. Get in touch with your nearest Bluebird Exchange and see this series. Every picture a real winner with ready prepared ads, posters and other props to enable you to get the money with each attraction.

SYNOPSES OF "THE VULTURE'S VENGEANCE," "HEARST NEWS, No. 11, AND UNIVERSAL CURRENT EVENTS, No. 11.

"The Vulture's Vengeance."

"THE RED GLOVE."

Episode Three.

CAST.

Gentleman Geoff (Owner of the Blue Chip).....Alfred Allen
Billie (His Daughter)..Marie Walcamp
Jim Baggott (His Partner) Andrew Waldron
Starr Wiley (Oil Speculator) Thomas Lingham
Kern Thode (Oil Speculator) Pat O'Malley
Jose.....Edgar Allen
The Vulture (An Outlaw) Leon de la Mothe

BILLIE recovers consciousness and runs to the well to get her gun, which Wiley has taken away from her. Wiley overpowers Thode and is training his gun on Thode when Billie shoots it from his hand. Then the car explodes. Tia Juana hears the explosion and runs from the cabin to find Wiley and Thode fighting again. She hurls herself on Wiley, but Billie pulls her off. Thode is amazed to see Billie safe, having supposed that she was killed by the explosion of the car. Tia Juana raises her hands over her head and pronounces a curse on Wiley: "You shall gain—only to lose! You shall die a coward's death—by your own hand!" Thode and Billie order Wiley to leave and Thode recovers the medicine kit and he and Billie enter the cabin to attend to Jose's broken arm. After making the lad comfortable Billie and Thode start back to Limasito.

Wiley has sought the Vulture and states that he wants Thode gotten rid of. The Vulture calls his lieutenant and tells him to take three men down into town with him and pick a quarrel with Thode.

Billie and Thode go to the sheriff's office. As Thode steps into the street the four Vultures ride in. The Vultures go on into the saloon. Though the sheriff and his posse start in immediate pursuit the two Vultures give him the slip and make their way to Hidden Valley, where they report to the Vulture. Wiley interrupts the Vulture in his tirade against his men by saying that as long as the sheriff is out of town, and most of the male population of Limasito is with him, that this is the time to capture Tia Juana and recover his men from the Blue Chip. The Vulture agrees and he and his entire band start out of the valley with Wiley, blindfolding the latter, as the Vulture does not trust even him sufficiently to disclose the opening to the Hidden Valley.

Tia Juana is caring for Jose when her cauldron suddenly bubbles over. Telling Jose that the sky will soon rain death and destruction and that they must seek refuge in the Blue Chip, she and Jose run from the cabin. As she leaves with the glove closely held to her breast the Vultures sweep down upon the little cabin. While Wiley drops off to explore the cabin in search of the glove the Vultures ride on in pursuit of Tia Juana. Jose makes the Blue Chip and gasps out his message, "The Vultures!" Then Tia Juana runs into the street and Billie helps her inside, slamming the heavy door just as the Vultures ride in, firing as they come. The Vulture masses his men at the end of the street for the attack. Thode sees that there is little chance and tells Geoff that he is going to try to find the sheriff. As Billie opens the back door Thode slips out. He gets to the corral and mounts his horse, when a well-aimed bullet from one of the outlaws downs him. As he falls from his horse his foot catches in the stirrup and the frightened horse drags him back in the direction of the store. Billie has seen the affair and, calling to her men to stand by, dashes out the door and, running to the horse, swings into the saddle and rides in again, dragging Thode. The Vultures rush the door, which is closed just as they reach it. Baggott warns them that the ammunition is getting low. The Vultures again withdraw to the end of the street, where they secure a huge pole, which they use as a battering-ram. Billie realizes that it is only a matter of time until the door gives way and tells Geoff that she is going to make the attempt to reach the sheriff and his posse. Mounting Thode's horse, she calls to the men to open the door and, bending low in the saddle, dashes out into the midst of the Vultures. They are taken by surprise, but three of them make a run for their horses and start in pursuit. Billie leads them a fast chase downhill and up steep grades, finally coming to a wide gulch. Without a moment's hesitation she puts her horse to the jump. He misses by just a foot and both horse and Billie plunge down into the river many feet below, while the outlaws pull up on the opposite bank.

Hearst News, No. 11.

Trainmen Killed When Fast Freight Crashed.—Four brakemen meet death in rear-end collision that reduces lumber-train to heap of burning wreckage. —*Hacton, Pa.*

War Brides Arrive to Join Soldier Hubbies (Omitted from Coast, Pittsburgh and Oklahoma City Exchange Editions).—Thirty English girls, who thought the Yanks had it all over the "Tommies" for looks, are passengers on the transport Plattsburg.—*New York City.*

Ice Stars Compete in Fancy Skating Meet (Omitted from Coast Edition). —East and West clash for honors in Western championship competition.—*St. Paul, Mich.*

Second Contingent of the Victorious Twenty-Seventh Return on Mauretania!—Heroes of "New York's Own" Division, who successfully defended the channel ports, find cheering multitude awaiting them.—*New York City.*

"Indoor Sports," Cartoon by "Tad."

Oklahoma Machine Gunners Back Home (For Oklahoma Edition only). —Boys of the 366th Machine Gun Battalion of the 84th Division arrive at the metropolis on board the S.S. Mongolia.—*New York City.*

Colored Troops Take Pittsburgh by Storm (For Pittsburgh Edition only). —Dusky heroes of the 351st Field Artillery are led in march through the city streets by Major Babcock and members of the City Council.—*Pittsburgh, Pa.*

Current Events, No. 11.

War Chieftain Starts Tour of Army Camps.—With Gen. Peyton C. March, chief of staff, Secretary Baker makes his first stop at Camp Custer, where the artillery noisily hails his arrival. —*Battle Creek, Mich.*

French Flyer Invents Portable Aero Shed.—Hangar that is rolled up like a blanket and inflated like a balloon when needed, is the astonishing development of a Parisian army pilot.—*Paris, France.*

Guns That Shelled Metz Brought Home.—Monster 95-ton naval weapons, known as the "Eddystone Twins," are unloaded from a transport at the League Island Navy Yard.—*Philadelphia, Pa.*

Sub-Title.—The ordinary way of unloading freight—slow and difficult.

New Machine Unloads Steamers in Jig-time (Omitted from Coast Edition).—Interesting invention proves decidedly superior to the old-fashioned combination of derrick and stevedores. —*New York City.*

Boys on Leave go "Over Top" on Alps.—High among the snow-clad peaks, Pershing's doughboys find relaxation from the strain of army life. —*Chamonic, France.*

"Keep still--it's the cops"

Caught like a rat in a trap, her newly-found friend is cornered. This is one of scores of simply wonderful situations in this great melodrama that will pack 'em in to capacity on a 2, 3 or 4-day run. BOOK IT AND BOOST IT TO THE LIMIT.

No Bigger
Melo Drama
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Book this Big Melodrama

"The Sealed Envelope"

Starring

Fritzi Brunette

and Brilliant cast

BOOK this one for at least 2 to 3 days and watch 'em come

Book thru any Bluebird Exchange

In the Big Two Reel Western

"The FIGHTING BROTHERS"

2 REEL

In "THE FIGHTING BROTHERS" the Universal presents another one of those big dramatic two-reelers that will round out any program of any theatre anywhere. It's so good that it might accidentally take the applause away from your feature. Book it and advertise the clever Western actor, PETE MORRISON, and be sure to mention the famous "HOOT" GIBSON, world's Champion Rodeo rider. DON'T FAIL TO SEE THIS BIG 2-REELER.

2 REELS

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"A Skate on Sea"

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COMEDY

Featuring

Chas. Dorety

Book it thru any Universal Exchange

The Philadelphia North American says—

"IT ranks among the great. There is thrill and excitement and suspense but, in addition, there is a stirring appeal that goes down under the skin and makes every spectator live and breathe with the characters on the screen."

"THE HEART OF HUMANITY"

The Picture that will Live Forever
Allen Holubar's Superproduction
Starring
DOROTHY PHILLIPS
Released thru

The MOVING PICTURE WEEKLY

VOL. 8
NO. 7
APRIL
FIFTH
1919

MAE MURRAY in "WHAT AM I BID?"

HARRY CAREY

-happy
-hearty
-human
-wholesome

-virile
-unaffected
-lighthearted
-amusing

"A FIGHT for LOVE"

A gay happy, scrappy picture of how vagabond Harry won a heart and a home when he only meant to slip the Sherrif.

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Horse Sense!

No single news reel release can give you what three news reel releases give you every week

Is it or isn't it horse sense that no single weekly news reel release can give you every week what three news reel releases give you? You don't expect that your Monday newspaper can give you the same news as your Monday—Wednesday and Saturday newspapers give you. Or that one dollar will take you as far as three, or that anything else in the same proportion would satisfy you. And why, especially and particularly, does this hit you in news reel releases?

Because no single news reel issued once a week can get all the latest news to your patrons any more than to-day's newspaper delivered five days later, unless your patrons want old stuff and we don't deal in that line. News is news only when it's new. When it's old the International passes it up. That's why no once-a-week news reel can give you all the latest stuff. It's impossible. And that's why we issue the BIG THREE-A-WEEK releases—Hearst News—Universal Current Events and International News.

If a big scoop happens to miss the first of the big three, the second release will catch it, and if the second one misses it the last release will get it, so with the big three you get all the news that no single news reel could ever hope to get. We repeat, if you want old stuff, don't book the big three, but if you want to lead in your town book the big three. Why give your patrons only part of all the world's news when you can give them ALL the big things FRESH THREE TIMES A WEEK? Your answer is, book all three of the THREE-A-WEEK — Hearst News — Universal Current Events and International News, and boost them to the limit.

Released by the International Film Service

BOOK THRU ANY UNIVERSAL EXCHANGE

"The best last year

Marshall NEILAN

ALLEN HOLUBAR'S SUPER-PRODUCTION

WHEN great directors pick "The Heart of Humanity" as the best, you can be pretty sure that "The Heart of Humanity" is the best of them all. And now comes Marshall Neilan and frankly says it is the best production released last year, barring none. Read his letter.

March 6th, 1919.

Dear Mr. Laemmle:—

My time has been so occupied that it was only this week that I was able to see Mr. Holubar's production, "The Heart of Humanity."

I am sorry that I have not the space or time to say all the good things your picture represents, and therefore will briefly say that I think it is the best production released last year, barring none.

The battle scenes were impressive and magnificent, the story well told, and the photography beautiful. Accustomed and hard-boiled as I am in reviewing pictures, I must say that the heart-interest got me several times.

I want to congratulate you for surrounding yourself with an organization capable of making a production of this caliber. It is most gratifying, as it proves that the highest grade and quality of pictures today does not come from the hands of one or two directors.

Yours sincerely,
MARSHALL A. NEILAN.

production released barring none"

Marshall Neilan says of

"The HEART of HUMANITY"

THE PICTURE THAT WILL LIVE FOREVER

THE Kansas City Journal says: "The Heart of Humanity," which is being shown at the Shubert this week, stands head and shoulders above the other offerings of the year. The audience will gasp at the magnitude, be thrilled at the patriotism, stifle a sob at the pathos and actually weep at a mother's devotion and a son's sacrifice—a photoplay that will stand out in film history as one of the real masterpieces of the times."

TELEGRAM

Racine, Wis. March 12.

'Heart of Humanity'' going over like wild-fire. Showed to 4500 people opening day. Have been standing off matinee and evening the greatest and biggest capacity business have ever done. It's the talk of the whole town and remember—I am playing against big cards on my opposition. Still we are getting all the bacon. My patrons say it is the best picture they have ever seen. Thanks for your co-operation.

Tom Norman.

Starring

DOROTHY PHILLIPS

JEWEL Productions INC
1600 Broadway. New York City

JEWEL

A play may be a great play today, but be lost among superior offerings tomorrow. Yet there are a few particular pictures which nothing has been able to submerge—which are just as full of money for you today as they were eighteen months ago. What are these pictures?

The early JEWELS.

The only thing that can prevent a capacity house on every one of the early JEWELS may be the fact that you've already played them three and four times. Yet one theatre in the West has shown "PAY ME" no less than five separate times.

Think this over. A proven success is worth three or four of an unproven picture with only the advertising man behind it.

Four Proven Successes

DOROTHY PHILLIPS
in
"PAY ME"

A picture of Western revenge that you'll never forget. Dorothy Phillips' first great hit.

CARMEL MYERS
in
"SIRENS of the SEA"

The most delectable dream of fair women ever screened. A sure and certain success.

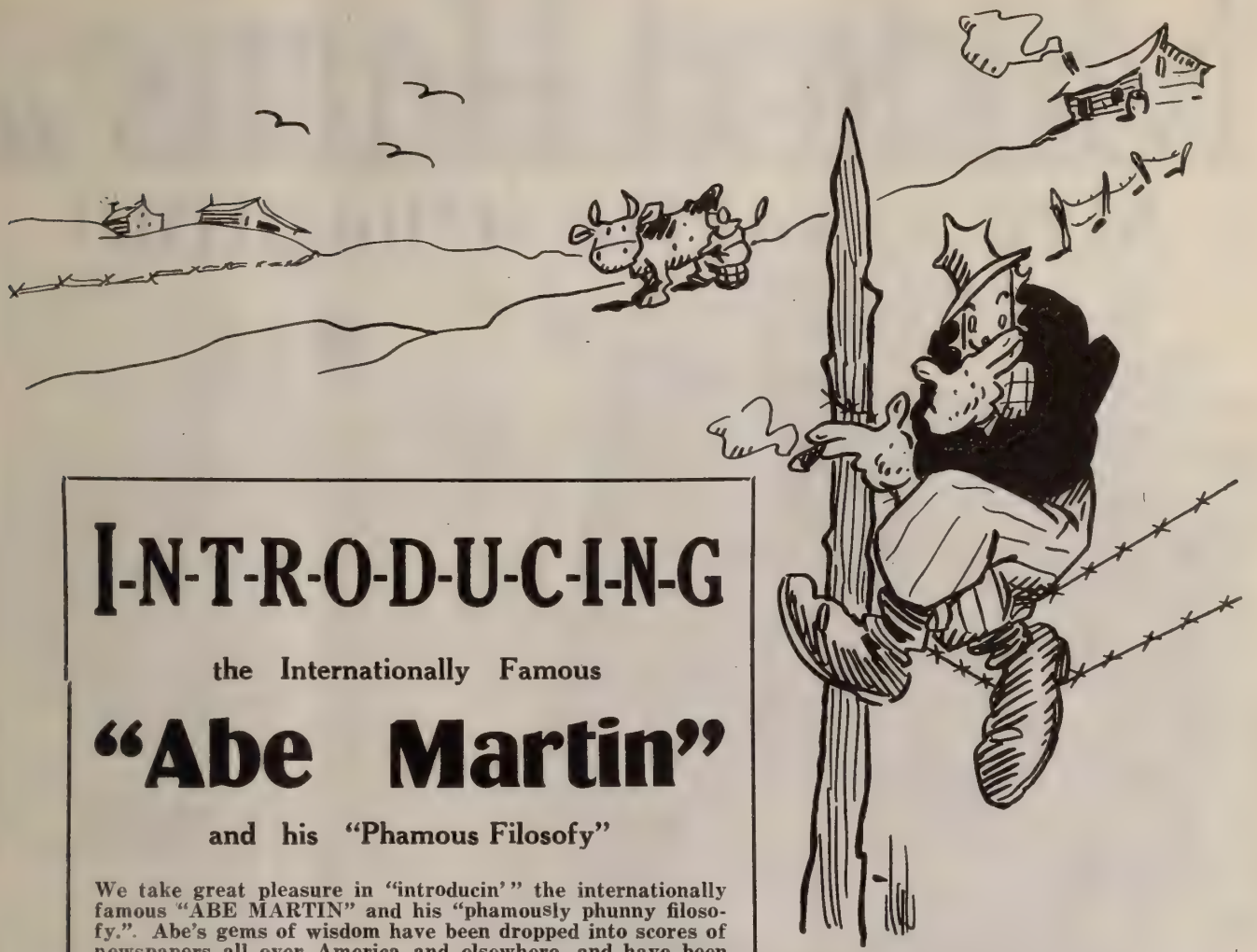
HERBERT RAWLINSON
in
"COME THROUGH"

The best crook play ever filmed. A tremendous money-maker for every exhibitor.

ELAINE HAMMERSTEIN
in
"The Co-Respondent"

A wonderful love story in the the midst of a big-city newspaper business.

JEWEL PRODUCTIONS INC.



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the Internationally Famous

"Abe Martin"

and his "Phamous Filosofy"

We take great pleasure in "introducin'" the internationally famous "ABE MARTIN" and his "phamously phunny filosofy.". Abe's gems of wisdom have been dropped into scores of newspapers all over America and elsewhere, and have been read by millions of people. From the very first day that "Abe's" first saying was printed until the present day, this series has been a tremendous hit. Beginning on April 11 and thereafter, ABE MARTIN and his sayings will appear exclusively in the—

NEW SCREEN MAGAZINE

We have executed a contract with the celebrated Kin Hubbard, creator of ABE MARTIN and his phamous filosofy, whereby the NEW SCREEN MAGAZINE will have this big feature without any rise in price of the release. And that isn't all. Big new ideas are coming, still further increasing the popularity and drawing power of the NEW SCREEN MAGAZINE. Have you contracted for it yet? It's worth its weight in gold.

Released Thru All Universal Exchanges

Mildred Harris in
(Mrs. Charlie Chaplin)

LOIS WEBER'S first Western picture is just as far superior to the slapped - together "Westerns" of competing producers as solid gold is superior to near-gold plate. Audiences prefer Lois Weber productions for their wealth of atmosphere and artistic beauty, and in "When a Girl Loves" she has outdone herself. The picture is a dramatic masterpiece.

JEWEL Productions inc
1600 Broadway New York City

"Not knowing that she was really a helpless prisoner she wrote and dreamed of-Love"

When a Girl Loves

her newest superb
Lois Weber Production

She shuddered to hear such bitter words from his lips.

"We ain't pizening strangers yit, Miss —dig in!"

SAYS the MOTION PICTURE NEWS: "There can be little, if any doubt regarding the great value of this production. It is immense, both from the Box-office and the Screen. William Stowell makes a commanding hero." So rich in drama is this powerful story that even without the lovely, appealing figure of Mildred Harris (Mrs. Charlie Chaplin) "When a Girl Loves" would be a notable picture. See it at your first opportunity.

JEWEL Productions INC
1600 Broadway New York City

Bill Brady's Right!

No. 231 Straight from the Shoulder Talk By Carl Laemmle, President, Universal Film Manufacturing Company.

WHEN the moving picture men gave a banquet to William A. Brady as a slight token of the high esteem in which they hold him, the Hon. Bill gave them something in return, and it was straight from the shoulder. He gave them a little fire and brimstone, right after the dessert was served.

He said, among other things!--"This business of stealing stars from one another and boosting salaries and bidding against each other for stories and plays until salaries and prices are shamefully out of proportion HAS GOT TO STOP. I hold that that man is dishonest who approaches another man's employee and offers him more money than he is getting to come over and play with him."

Then there was violent applause, most of it coming from the men who had been guiltiest of stealing stars and boosting prices and salaries to shameful proportions.

Not only did they applaud Mr. Brady's sentiments, but they seriously made up their minds not to steal another star nor boost another price until the next morning.

Banquets are fine stuff. And Bill Brady never said truer words in his life. But, gentlemen of the jury, all the banquets and true words combined won't stamp out the evils that are strangling the whole industry, unless you stand up on your hind legs and positively refuse to book pictures which are EATING UP THE PROFITS OF THE BUSINESS!

There is never any real sacrifice involved in standing up for principle. You've been "educated up" to high prices and extravagant methods. You almost believe they are necessary to your success.

But the Universal has demonstrated that waste and extravagance are as unnecessary in the production of high quality pictures as in the production of any other goods in any other line of business.

The "Universal has shown a greater improvement in quality than any other concern." That's the talk of the trade. Yet we brought that result about without paying exorbitant prices for stars or plays or stories. That's why THERE'S MORE PROFIT FOR YOU IN JEWELS AND UNIVERSAL SPECIAL ATTRACTIONS THAN IN ANY OTHER PICTURES ON THE MARKET.

Some of you are still judging the Universal by the quality of some of the short-reel stuff we made several years ago. And that's one of the most foolish mistakes you ever made in your life.

Jewels and Universal Special Attractions are the only STANDARDIZED brands that I know of. They are not strong this week and poor next week. You never have to take the bad to get the good. You book only what you need—and you can book with your eyes shut without running the slightest risk.

The public and the press have given us more praise than I ever believed could be showered upon any one concern. That's because our pictures have been worthy of it. And they've been worthy of it because we've "kept to the right" and have never indulged in the insanity that all but wrecked the industry.

Bill Brady's right! He made a great speech. I liked it because I've written most of it during the past few months. But all the speeches and writings are futile unless you regulate this business by the way you do your booking.

THE MOVING PICTURE WEEKLY

A MAGAZINE FOR MOTION PICTURE EXHIBITORS

Published Weekly by the MOVING PICTURE WEEKLY PUB. CO.
1600 BROADWAY, NEW YORK CITY

PAUL GULICK, *Editor* JOE BRANDT, *Bus. Mgr*

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Vol. 8. APRIL 5, 1919. No. 7

The Menace of Motion Picture Censorship

IF you have not received a copy of "The Menace of Motion Pictures," an exhaustive and very workmanlike little press-sheet on the way to defeat this menace, it is up to you, Mr. Exhibitor to get a copy *at once.* Send to the American Recreation League, Riggs Building, Washington, D. C., which prepared it, or to the Motion Board of Review, 70 Fifth Avenue, which has a supply for New York exhibitors. Either will send you a copy free. In order to give those who have not seen it an idea of the "Tools With Which You Can Fight Motion Picture Censorship" we quote the first page:

"This booklet has been prepared under the auspices of The American Recreation League with a view to supplying information and material which will be of value to motion picture exhibitors and others interested in combating the menace of motion picture censorship. The material you will find herein is for your use, without restriction.

"Here is how you can help::

"1. Your newspaper editor is undoubtedly opposed to motion picture censorship, since censorship of that character is a threat at the newspapers and magazines. This booklet is filled with material which will be of value to the editor, who should be your strongest ally in opposing censorship of motion pictures.

"2. Go to your editor and talk with him before planning your local campaign against censorship. Give him a copy or copies of this booklet and request that he use as much of the material as possible in the columns of his newspapers. He will find many editorials from the leading newspapers of the country which can be copied, or which can be used as the basis of an editorial or editorials of his own composition.

"3. The petition is the next most effective weapon in opposing censorship. On page 14 you will find suggested forms for three types of petitions—one opposing a federal censorship bill, one opposing a state censorship bill and one protesting against the adoption of muncipal censorship. If Federal, State or Municipal censorship is an issue in your community, by all means make use of the suggested petition you will find in this booklet for such an emergency. These petitions can be printed at small cost, and can be circulated among the moving picture theatre patrons, in business houses or through the co-operation of newspapers. One influence that will make itself felt upon any legislator is an expression of opinion from a voter in the form of a petition.

"4. If you are a theatre manager, make use of your own screen to conduct a campaign of publicity against motion picture censorship. On page 17 you will find reproductions of a number of slides which can be had at a small cost to yourself. These slogans and cartoons, shown during your afternoon and evening performances, will have the effect of awakening many of your patrons to the dangers of censorship.

"5. Pages 6, 11 and 12 contain reproductions of a number of censorship cartoons which will be found highly effective in a publicity campaign against censorship. Mats of these cartoons are supplied free of charge. See if your newspaper editor cannot use one or more of them.

"6. The pages of your program or house organ offer other effective mediums for fighting censorship. The material you will find in this booklet is particularly suited to this purpose. You will find editorials of all lengths, catch lines, expressions of opinion from prominent individuals and news stories. Use as much of this material as you can in each issue of your program or house organ.

"7. Still another means of combating censorship of motion pictures will be found on pages 11, 12, 13. The suggested four-minute talks contain material that can be used in any community with a few slight changes. During the Liberty Loan and other public campaigns the Four Minute Speakers rendered exceedingly valuable service to the government. There is no reason why you should not avail yourself of this same method of combating film censorship.

"8. On the outside cover you will find a number of questions which have a direct bearing upon the question of film censorship. It would be a well worth while proposition to have these questions printed on small cards and distributed among your patrons. They indicate that the motion picture industry is sincere in its determination to keep motion pictures clean and wholesome.

"Ceaseless vigilance is always the price of liberty. Be on your guard constantly against any attempts to censor motion pictures. Report any such attempts to The American Recreation League, Riggs Building, Washing, or the National Board of Review of Motion Pictures, 70 Fifth Avenue, New York City, both of which will be glad to advise or co-operate with you in conducting your local campaign."

AN announcement from the coast that Craig Hutchinson's next L-Ko Komedy, "A Marriage in Black and White" (provisional title) will feature colored folk needs some amplification. Eva Novak and Phil Dunham are the stars, and they will work in "whiteface." Eva is the "baby sister" of Jane Novak, who played opposite Rupert Julian in "The Fire Flingers." It is the consensus of opinion that she is some baby.

Bill Bevan and Mrs. Bevan are the proud possessors of a seven-pound son and heir. Mrs. Bevan, who is a sister of Edith Roberts and who was not in the profession, is doing nicely and the youngest L-Ko is reported to be hitting on twelve cylinders with the muffler cut out, so he's all right, too. Bevan is now working in an L-Ko Komedy, with wild animals as the main stimulus to action.

MAE MURRAY

"HER BODY IN BOND."
"THE BRIDE'S AWAKENING."
"DANGER. GO SLOW."

HARRY CAREY

"THREE MOUNTED MEN."
"HELL BENT."
"ROPED."

PRISCILLA DEAN

"THE WILDCAT OF PARIS."
"THE WICKED DARLING."

DOROTHY PHILLIPS

"THE MORTGAGED WIFE."
"THE TALK OF THE TOWN."

MARY MACLAREN

"THE MODEL'S CONFESSION."
"BREAD"—"VANITY POOL."

"The Universal has shown greater improvement in quality than any other concern in the picture business during the past year."

HERBERT RAWLINSON

"SMASHING THROUGH."

SIX NATIONAL S-T-A-R-S

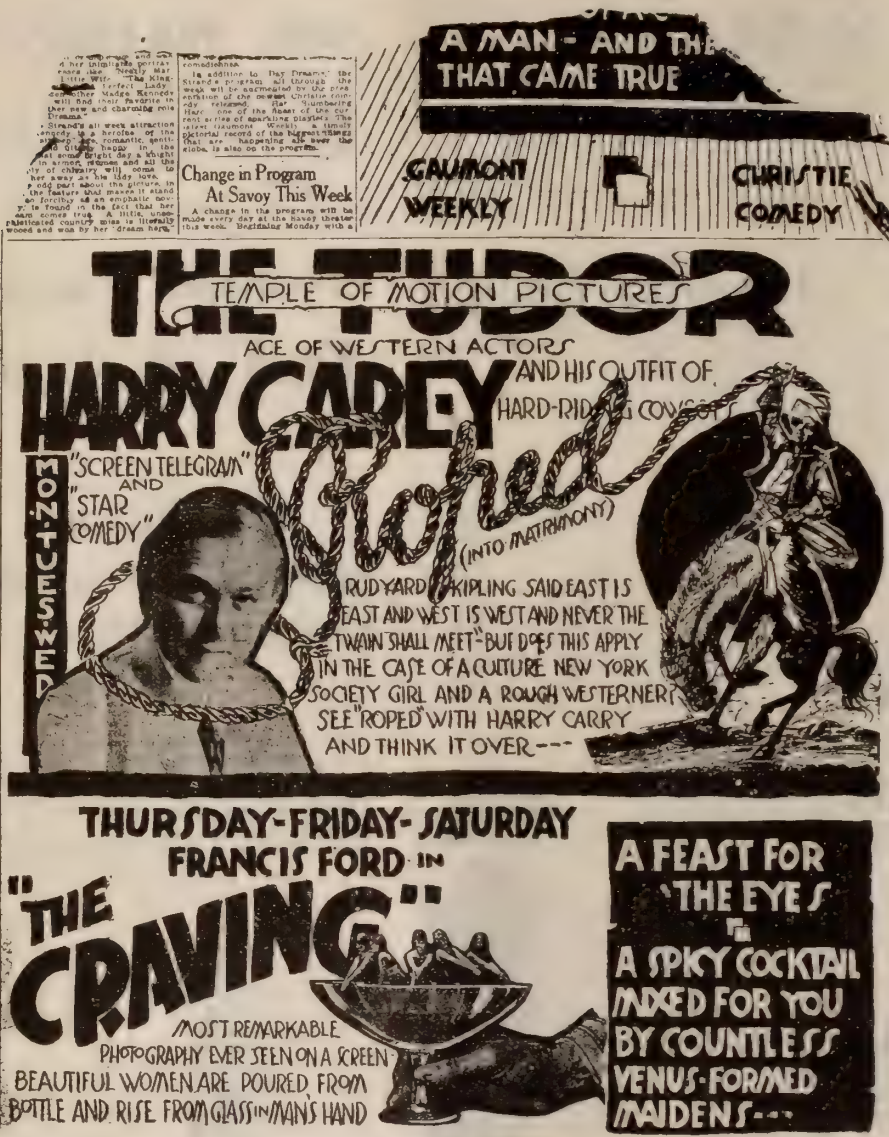
in

Fourteen Famous P-L-A-Y-S

the always-new

UNIVERSAL Special Attractions that made the name.

See them all at your nearest Universal Exchange. Universal Film Mfg. Co., largest film manufacturing company in the universe. Carl Laemmle, President.
1600 Broadway, New York.


A MAN - AND THE
THAT CAME TRUE
GAUMONT WEEKLY
CHRISTIE COMEDY
Change in Program At Savoy This Week
THE TUDOR
TEMPLE OF MOTION PICTURES
ACE OF WESTERN ACTORS
HARRY CAREY
AND HIS OUTFIT OF
HARD-RIDING COWBOYS
MONTESUMA
"SCREEN TELEGRAM" AND "STAR COMEDY"
Roped
(INTO MATRIMONY)
RUDYARD KIPLING SAID EAST IS EAST AND WEST IS WEST AND NEVER THE TWAIN SHALL MEET" BUT DOES THIS APPLY IN THE CASE OF A CULTURE NEW YORK SOCIETY GIRL AND A ROUGH WESTERNER? SEE "ROPED" WITH HARRY CARRY AND THINK IT OVER---
THURSDAY-FRIDAY-SATURDAY
FRANCIS FORD IN
"THE CRAVING"
MOST REMARKABLE PHOTOGRAPHY EVER SEEN ON A SCREEN
BEAUTIFUL WOMEN ARE POURED FROM BOTTLE AND RISE FROM GLASS IN MAN'S HAND
A FEAST FOR THE EYES
A SPICY COCKTAIL MIXED FOR YOU BY COUNTLESS VENUS-FORMED MAIDENS---

Combination adv. of the Tudor in Atlanta Constitution.

Special Screen Opinions

OPINION Of Priscilla Dean IN THE "WICKED DARLING."

"There is a strong dramatic theme in this latest Priscilla Dean picture, and it has been developed in an absorbing manner. Dealing with a girl of the slums, there are no pretty gowns or luxurious settings, but there is plenty of interest for the patrons who enjoy dramatic entertainment. As the "Gutter Rose" Miss Dean gives to this role all the uncouthness one would expect of a girl reared as she has been. And then when love awakens that goodness which smolders in all of us, she becomes soft and lovable. In all her moods she is sincere, and it is a pleasure to watch her. Her supporting cast is a well-selected one and renders good assistance."

ON TIPTOES.

Universal Film Mfg. Co.
Gentlemen:—

"The Wildcat of Paris" in my estimation is as good a production as I ever used. Had my audience on their tiptoes from start to finish. As to photography and story, it surpasses many other pictures that I have used from you. "The Talk of the Town" was also another grand picture. Send us more like it. The audience was well pleased with it. Dorothy Phillips is a favorite here. Exhibitors will do well to book above two pictures.

I remain yours truly,
J. S. SAVOY.

THE MOST COMPLETE DIRECTORY IN ST. LOUIS
MOVIE DIRECTORY
DOWNTOWN
SUNDAY AND ALL NEXT WEEK
ROYAL THEATER
SIXTH AND OLIVE
ADVANCED FIRST-RUN PHOTOPLAYS
Meagre Orchestra—Continuous, 12 M. to 11 P. M.—Full Program
MAE MURRAY
in Universal's Special Production
A Realistic Story of the Underworld
An Exciting Clash With the Police
"DANGER, GO SLOW"
The Remarkable Adventures of a Girl Burglar—From an Alley Rat to a High-Stepping Village Belle
Coming! LIKE TEN THOUSAND FURIES THE "WILDCAT OF PARIS"
WEST END

Five-column adv. in the St. Louis Republic for the Royal's showing of "Danger, Go Slow."

Attractions Grab Space

Was Superb

UNIVERSAL SPECIAL ATTRACTIONS

Gentlemen:— —

We have just played "The Wildcat of Paris," and we certainly want to congratulate you on this film. Aside from being an artistic production, it is one of the most interesting and exciting photoplays the writer has lately had the pleasure of viewing.

It is not often a picture elicits such unanimous praise from an audience as was the case with us on "The Wildcat of Paris." Priscilla Dean's work was superb. Some more famous stars who have attempted a similar role might take a few notes from this play.

An all day rain prevented any thought of big business on the day we played the picture in question. However, we contemplate playing a return date on it, and feel without doubt that it will go big.

Let us have some more like "The Wildcat of Paris" and "Roped.'

Yours very truly,
P. ELOE,
Louisiana Amuse. & Realty Co.,
Baton Rouge, La.

HE LIKED "ROPED" JUST LIKE THEM ALL.

Universal Film Mfg. Co.
Dear Mr. Frisch:—

I wish to state that the Carey picture, "Roped," is the best thing we have shown for months. It is the most naturally acted of anything we have ever shown. Here's hoping that you will continue to turn them out on a par with "Roped."

With kindest regards, we remain,
Yours very truly,
C. C. CLIFTON,
Lyric Theatre, Cedar Rapids, Ia.

Indescribable Spell of Great American Desert Portrayed in Film Play
Grace Cunard, American Favorite, Is Star In "After the War," Wonderful Photo Drama at Tudor, Showing There for the Entire Week
Adamless Eden Plays Prominent Part in Picture at Strand
Earl Williams Stars at Alamo No. 2 Monday
Grace Cunard Is Offered Novel Wedding Proposal
Olga Petrova at Savoy This Week
Don't Change Your Husband," New Artcraft Picture at the Forsyth
Miss Cunard Comes To Tudor Monday In "After the War"
Evelyn Nesbit Stars In Picture at Grand
THE Vaudette
SPORTING LIFE
"HER FIRST MISTAKE"
ELSIE FERGUSON
"Under the Greenwood Tree"
ALAMO No. 2
EARLE WILLIAMS
"THE HIGHEST TRUMP"
THE WOMAN ALWAYS PAYS
"AFTER THE WAR"
(FIRST WAR PICTURE WITHOUT A BATTLE SCENE)
A QUESTION THAT LENDS ITSELF TO STARTLING DISCUSSION
WHAT SHALL BE DONE WITH THOSE CHILDREN BORN IN SACRIFICE?
THOUSANDS OF WOMEN IN THE WAR ZONE ARE THE UNWILLING MOTHERS OF CHILDREN WHOM THEY NOW LOATH-
What is the Answer to this new Problem?
SEE "AFTER THE WAR"
FEATURING GRACE CUNARD
HOW SHALL THE SOLDIER RETURNING FROM WAR TOLERATE THE CHILD OF HIS WIFE WHO HAS A HUN FATHER?
SHOWN EXCLUSIVELY AT
TEMPLE OF MOTION PICTURES
THE TUDOR
THIS WEEK

How the Tudor dominates the space of the Atlanta papers in news as well as advertising.

A PICTURE OUT OF THE BEATEN PATH.

Universal Film Mfg. Co.
Gentlemen:—

Last night I ran Priscilla Dean in "The Wildcat of Paris." It is refreshing to get a picture out of the beaten path. Priscilla Dean established herself firmly with my patrons in this gripping production—title, star, photography, subject and direction all contributed to make this picture stand out in bold relief. Come again.

LIONEL DELACROIX,
Wilbert Theatre, Plaquemine, La.

"Heart of Humanity" Experiences

Window display next door to the Woodlawn Theatre, Chicago.

FLASHING WINDOW DISPLAY FOR THE WOODLAWN THEATRE

THE first-run privilege for the "Heart of Humanity" was leased to the Woodlawn Theatre—a 2,000-seat house in the heart of Chicago. The Woodlawn is virtually a new theare and under the management of Andrew Karzas has come very strongly to the fore through the policy of presenting nothing but the very best in moving pictures and the best in musical accompaniment. One of the unique displays which was originated for the advertising of this picture at the Woodlawn is herewith shown in two cuts. It consisted of a beautiful background against which was thrown in brilliant red a large heart. This display was of the flashing variety and in ten seconds the heart gave way to a representation of the one-sheet poster of the "Heart of Humanity" showing Dorothy Phillips within a heart, the larger heart meantime showing merely a black outline. This in turn gave way to an entirely black heart, with the lettering, "Woodlawn Theatre—One Week, Commencing," etc. On the other side of the heart were hand-drawn one-sheets and a large sign illuminated by incandescents, the back of which was heart-shaped, served to add extreme pre-eminence to a display which could not possibly escape the attention of anyone passing along the street.

Prior to the showing Andrew Karzas, managing director, issued the following statement in regard to the showing of the "Heart of Humanity":

To the Patrons of the Woodlawn Theatre: I have booked "The Heart of Humanity" for a full week's run

(*Continued on page* 27.)

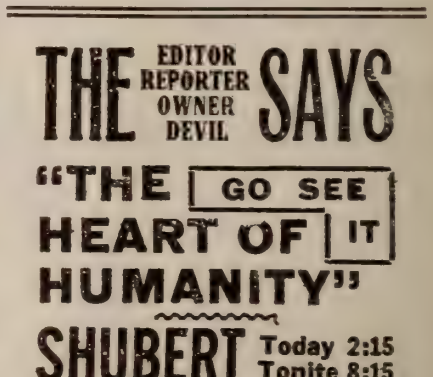
This and the adv. on the opposite column were devised by J. V. Bryson for the Shubert Theatre.

SIX WEEKS' RUN AT SHUBERT THEATRE

JAMES V. BRYSON, who copped the Shubert Theatre in such cavalier and confident fashion, is now having a quiet smile over those wise guys who predicted that he would die the death of a dog in a great house like the Shubert. With his first attraction, "The Heart of Humanity," he was compelled to extend the engagement to six weeks. Another remarkable thing occurred after the very second performance. Some of the regular patrons of the theatre came to the manager after the first performance and told him that with such a production as "The Heart of Humanity" it was criminal to charge only 50 cents as a top for admission. Bryson had never heard such talk and it is safe to say that no other manager ever did, either. But he acted with his characteristic impulsiveness and between the second and third show he raised the price to a dollar top, changed all of his advertising and display accordingly, and not only satisfied the peeved patrons, but made the box office look just twice as good to Jewel.

This is a flashing window display device in which Dorothy Phillips in a red heart alternates with the announcement of the greatest photoplay of the year.

In putting on the show Mr. Bryson took a page from the book of the property man, who went with the theatre when Jewel took it over. Together they devised all of the effects which would naturally have gone with a legitimate drama, and it took a stage crew of four men to work them all. Imitations of field artillery, aeroplane combats and a reproduction of the "Thirteenth Chair" sensational yell when Miss Phillips lost her mind in the photoplay, are only a few of these effects, but they will serve to show how busy those four men were kept at every performance.



Unusual adv. for the Shubert Theatre of Minneapolis. It was three columns wide.

Last week we printed a challenge to all serial producing Companies to show Exhibitors of America a classier, more thrilling or bigger box office winner than "THE RED GLOVE" now sweeping the country, breaking all booking records. Not one replied, because they know that

THE RECKLESS DARE-DEVIL OF THE SCREEN

MARIE WALCAMP

—IN—

"The RED GLOVE"

has everything topped in those big vital features that go to make serial pictures real genuine box office attractions. They know that Marie Walcamp is the most daring serial Star in pictures. They know that the great McGowan prepares the wildest thrills and more of them—

They know that the bookings on "THE RED GLOVE" have really broken all records. Thus competition has admitted the superiority of "THE RED GLOVE" and has further admitted that it dominates the field this season in money-getting powers for Exhibitors. If you haven't secured it as yet, waste no time. BOOK IT NOW. It's a real winner.

Now Breaking All Booking Records at all UNIVERSAL EXCHANGES

Publicity for "The Amazing Wife"

ADVANCE STORY NO. 1.

FOR three months Cicely Ashton had played the impostor, had kept up the pretense that she was the widow of Lieut. John Ashton, killed in action, instead of the widow of John Ashton, laborer, killed in a disgraceful brawl. Many times she had been on the verge of confessing the deception, but Lieut. Ashton's parents had come to love her for herself, and she shrank from adding another wound to the grievous one that Fate had dealt them.

Then Lieutenant Ashton returned—another error in the casualty lists, another brave soldier thought to be dead, who had really survived the Hun's murderous fire. But not many have come back to find a widow where they had left no wife!

That is the situation on which "The Amazing Wife," Mary MacLaren's latest Universal Special Attraction, is built. The picture, which is described as emotional in the extreme, will be seen next ..... at the ..... Theater.

"The Amazing Wife" was directed by Ida May Park from a scenario of her own, written about a story of Elinor Chipp's. In the cast with Miss MacLaren are Frank Mayo, Stanhope Wheatcroft, Ethel Lynne, Seymour Zeliff, Molly McConnell, Joseph W. Girard and Clarissa Selwynn.

ADVANCE STORY NO. 2.

MARY MacLAREN, "the American Beauty of the screen," returns to the ..... Theatre next ....., in her latest Universal Special, "The Amazing Wife." Those who saw this popular star in "Bread" and "Creaking Stairs" are promised another photoplay of equal interest.

"The Amazing Wife," as might be imagined, is Miss MacLaren, who plays the part of Cicely Osborne. Cicely, the widow of a ruffian murderer in a cabaret brawl, is on the verge of starvation when she reads that another man of the same name as her husband, John Ashton, has been killed in action in France.

This Ashton was a lieutenant, the son of wealthy parents. Driven by want, Cicely passes herself as his widow and is accepted by his parents. The complications arise when Lieutenant Ashton returns, the news of his death having been an error. These lead to a big climax, in which Lieutenant Ashton, despite his wounds, fights his cousin in defense of his "wife's" honor.

Ida May Park directed the picture and wrote the scenario from a story by Elinor Chipp. In the cast are Frank Mayo, Stanhope Wheatcroft, Ethel Lynne, Seymour Zeliff, Joseph W. Girard, Clarissa Selwynne and Molly McConnell.

ADVANCE STORY NO. 3.

IN "The Amazing Wife," which comes to the ..... Theatre next ....., Mary MacLaren has another Universal Special of the calibre of "Creaking Stairs" and "Bread." It is an emotional drama, building up to a big climax.

Briefly, the story of "The Amazing Wife" is that of a young widow, who, forced by starvation, represents that her husband was a certain young Lieutenant, reported killed in action, instead of another man of the same name, as was actually the case. She is accepted by the young officer's wealthy parents, and wins their affection.

It is the desire not to wound them anew that prevents her from confessing the deception. Then her "husband" returns unexpectedly. The casualty lists had yielded another error that listed as dead one who had survived. The complications that arise lead up to the big scene of the drama, where the wounded young officer risks death to save the honor of his "wife."

"The Amazing Wife" is based on a story by Elinor Chipp. Ida May Park wrote the scenario and directed the picture. In the cast are Frank Mayo, as the young lieutenant; Stanhope Wheatcroft, Ethel Lynne, Seymour Zeliff, Molly McConnell, Clarissa Selwynne and Joseph W. Girard.

NOTED STAGE FAMILIES.

BOTH Frank Mayo, the leading man in "The Amazing Wife," the latest Universal Special, and Stanhope Wheatcroft, the villain, come of distinguished stage families.

Mayo's grandfather, Frank Mayo, created the role of Davy Crockett. Frank Mayo II was "Pudd'n Head Wilson" in a stage version of Mark Twain's classic. The present actor played in support of both his father and grandfather. His mother, Frances Graham Mayo, was also on the stage.

Wheatcroft's father, Nelson Wheatcroft, was a noted stage villain, and his mother, Adeline Stanhope Wheatcroft, maintained a dramatic school with David Belasco after her husband's death. Stanhope Wheatcroft played in "The Warrens of Virginia" before entering pictures, and also supported Maude Adams.

Wheatcroft has usually been seen as the hero, both on the stage and on the screen. But in "Destiny," a forthcoming feature starring Dorothy Phillips, he played a villainous brother of the hero with such success that he was cast for a similar part in "The Amazing Wife."

MARY MAC LAREN A BOOK-WORM.

MARY MacLAREN, the Universal film star, is an enthusiastic bookworm. Some of the scenes in "The Amazing Wife," her latest picture, which will be shown at the ..... Theatre next ....., are taken in a library "set."

For the sake of realism, a bookcase with some real books in it was ordered by Ida May Park, who directed the picture. One of the delays that always come up in picture production occurred just as she prepared to "shoot" the library scenes. When matters had been straightened out, King Grey, a cameraman, gave a yell of anguish.

"Look!" he implored, pointing toward the bookcase. A great gap showed in the orderly rows of neatly bound volumes. A general alarm was sounded, and soon the missing books were found. Miss MacLaren was curled up on a convenient "prop," eagerly skimming through them.

"You oughtn't to bring my favorite authors into the set," was her defense. "If you must have books, get dictionaries."

NOTES.

Some wondefully picturesque scenes on a big estate, near Los Angeles, are shown in "The Aamazing Wife," Mary MacLaren's latest Universal Special Attraction, which will be shown next ..... at the ..... Theatre.

An effective "bit" in "The Amazing Wife," Mary MacLaren's latest picture, which will be seen next..... at the ..... Theatre, is the reception of a soldier listed as killed in action, who returns unexpectedly. With the boys arriving home by thousands every day, the incident strikes a responsive chord.

Frank Mayo and Stanhope Wheatcroft, who are prominent in the cast of "The Amazing Wife," which will be seen next ..... at the ..... Theatre, were formerly on the stage. They were firm believers in the superiority of the spoken word over film drama—until Ida May Park, the director, took them in hand and gave them some illustrations of the effects that can be obtained by expression only.

Mary Mac Laren

in

"The Amazing Wife"

UNIVERSAL SPECIAL ATTRACTION

Mary

The American Beauty

THIS is an unusual picture for the reason that the suspense—which is one of the biggest reasons for moving pictures—never lets down for a moment but keeps growing and growing.

Picture beautiful Mary MacLaren in this hugely dramatic situation—a penniless young widow, she claims a deceased man's name to keep from starving—is accepted by society—and then, with horror-struck eyes, sees the dead come to life again.

Here is an up-to-the-minute Universal Special Attraction that will make them thrill with the beauty of its romance. See it without fail at your nearest Universal Exchange—now—to-day!

UNIVERSAL FILM MFG. COMPANY
1600 Broadway
CARL LAEMMLE, Pres. New York

MacLaren

of the Screen

The Amazing Wife

UNIVERSAL SPECIAL ATTRACTION

PRISCILLA DEAN
The Wildcat of Paris
The Wicked Darling
A Silk-Lined Burglar

HARRY CAREY
Doped
A Fight for Love

MONROE SALISBURY
The Light of Victory

UNIVERSAL SPECIAL ATTRACTIONS

EXHIBITORS and Producers have much more in common than merely pictures. They have their investments. You have your theatre—we have our plant, offices. studios, laboratory, scenarios and salary list. We're, both of us, institutions.

You take great pains to build a reputation. So do we. And when we sell you a new brand our name is at stake no less than yours. For which reason we think that you, as an institution, understand and are likely to co-operate with us, as another institution, in putting out a stable line of highest grade goods.

In the past eighteen months we have brought out two new brands—Jewel Productions and Universal Special Attractions. The first named have been unprecedented successes, every one. The second group has put the famous old name "Universal" back at the head of the list, where it ought to be.

We ask you to compare the Universal Special Attractions listed here, detail for detail, with any equal number of pictures from any other brand you choose. You'll see a great difference in our favor—and yours.

UNIVERSAL FILM MFG. COMPANY
1600 Broadway, N. Y.
CARL LAEMMLE, Pres.

Service Page for "The Amazing Wife"

ADVERTISING PUNCHES.

1—The popularity of the star, Mary MacLaren, "the American beauty of the screen," whose successes in "Creaking Stairs" and "Bread" will be remembered.

2—The timeliness of a story dealing with the return of a soldier who had been reported "killed in action."

3—The novelty of its leading situation—the return of an army officer to find a strange woman installed as his "widow."

4—The daring scheme of the principal character, played by Mary MacLaren, to present herself as the "widow" of a man she had never seen, who bore the same name as her own dead husband.

5—The difficult situation of the star, who must pass as the wife of a man to whom she is not married, and whom she has begun to love.

6—The fact that the picture was made by a woman director—Ida May Park—from a scenario written by herself, based on a story by another woman — Elinor Chipp—with a woman as star—an exclusively feminine product save for the male characters in the cast.

7—The well-balanced cast, headed by Miss MacLean and Frank Mayo, one of the most popular and capable leading men on the screen to-day.

8—A thrilling fight scene in a cabaret, in which the star witnesses the murder of the man she had married only a few hours before.

9—A story that builds cumulative suspense, leading up to a big climax at the finish.

10—A realistic fight scene between a wounded officer and his partly-crippled cousin. Their physical handicaps are equal, and the struggle ends when the officer's old wounds are reopened.

By Elinor Chipp.
Directed by Ida May Park.

CAST.

Cicely Osborne.....Mary MacLaren
Lieut. John Ashton.....Frank Mayo
Claire Winston.....Ethel Lynne
Philip Ashton.....Stanhope Wheatcroft
John Ashton (a laborer)
Seymour Zeliff
Father .....Jos. W. Gerard

AT A GLANCE.

SUBJECT—"The Amazing Wife."

LENGTH—Six reels.

STAR—Mary MacLaren.

PREVIOUS HITS—"Creaking Stairs," "The Model's Confession," "Bread," "Shoes."

DIRECTED BY Ida May Pork.

STORY BY Elinor Chipp.

SCENARIO BY Ida May Park.

SUPPORTING CAST—Frank Mayo, Ethel Lynne, Stanhope Wheatcroft, Seymour Zeiliff, Molly McConnell, Joseph W. Girard and Clarissa Selwynne.

LOCALE—New York City, a Long Island estate, the battlefields of France.

TIME—During the great war.

THUMB-NAIL THEME—The story of a starving young widow who sees in the similarity of names between her own husband and a young man of wealth, reported killed in action, a chance to get even with the world that has treated her harshly. She is accepted as the widow of the young officer. Then he returns.

FOR HERALD.

HE came back from the dead. This gallant soldier, reported killed in action on the fields of France. A sob will rise in your throat as you see his white-haired mother lift herself slowly from her chair — stare — pass her hands before her eyes—totter into his arms. His father clings to him like a child.

But what of his "wife"—the starving young widow of a ruffian of the same name, who in desperation had represented herself as his widow? He —Lieut. John Ashton, who had come back thinking only to claim Claire Winston as his fiancee—wheels slowly to face this tremulous girl who has been accepted by his parents as his secret bride. Cicely—what a pretty name, and Cicely, what a pretty girl! But he steels himself against her as he thinks of the deception she had practiced on his mother.

And then——

Do you like to see pictures that stir the depths of emotion, that lift you out of yourself, that present characters who seem as real to you as the man in the next seat? "The Amazing Wife" is such a picture.

Have you ever gripped your seat and "rooted" for your heroine—wished and willed in your inmost heart that she who had enlisted your sympathy would triumph over the fate gathering about her? Cicely Osborne is such a heroine.

Mary MacLaren, as Cicely, has one of the greatest roles of her career, and in "The Amazing Wife," which comes here next ....., she has achieved the finest of her many fine pictures.

Do not fail to see it.

ADVERTISING DISPLAY LINE

The story of a woman at bay.

She took the once chance that offered.

Driven by hunger, she called herself his widow—when he returned, was she his wife?

He came back from the dead to brand her as as imposter

He returned to find a widow where he had left no wife.

He risked death to save the honor of the wife he had never married.

Before her eyes her husband of an hour was slain in a sordid brawl.

Mary MacLaren's finest picture.

POSTERS FOR "The Amazing Wife"

Three Sheet

One Sheet

One Sheet

Twenty-four Sheet

Priscilla Dean

The Wonder of the Year

THE Los Angeles Record says: "Mark up another triumph for Priscilla Dean and the Universal. The volatile Universal Star has created a superb role in 'The Wildcat of Paris.' The story has been produced on a big scale with spectacular effects and sensational situations. The rumble of war is but a background for the big love theme that dominates. This story is well worth seeing—it is the kind of screen play to cause one to enthuse over both plot and execution."

Universal

Special Attraction

"The Wildcat of Paris"

SYNOPSES OF "THE PASSING OF GENTLEMAN GEOFF," "THE LOVE LETTER," AND CURRENT EVENTS, No. 12.

"The Passing of Gentleman Geoff."

Episode 4 of
"THE RED GLOVE."

THE Vultures ride to the edge of the gap, see Billie and her horse in the river, and, leaving her for dead, go back to the storming of the Blue Chip. But Billie kicks loose and horse and rider both swim to the bank and go on in search of the sheriff. Meantime the attack on the Blue Chip has increased in fury. The battering-ram tears a great hole in the doors. The Vulture draws his gun and Geoff falls, mortally wounded. Dying, on the improvised bed, he calls Thode to his side and catches sight of the college ring on his finger, exclaiming:

"Woods College! I graduated there in '64, name Rendell, but——" And then confesses that Billie is not his real daughter, but an adopted one. one. He says that he has left money for Billie and would like to leave her in Thode's care. As he dies the Vultures swarm in, but the fight goes against them, as Billie rides up at the head of the sheriff's posse.

Billie is dazed with sorrow at the news of her father's death and swears that she will avenge and kill the Vulture herself. Tia Juana persuades her that Wiley is at the bottom of everything, for "the cauldron never lies." The two prisoners whom Billie captured are still tied up in the corner. She sees that one of them is about to die. She is touched by his sufferings and offers to do him a last favor if he will tell her how to get into the Hidden Valley. The other prisoner watches and as Billie bends closer to hear the whispered words the other prisoner lifts his rope-bound hands, grabs Billie's gun and shoots the lieutenant dead. Others rush forward and grab the prisoner, ready to string him up, but Billie says they must await the sheriff's return. Her brain is busy with the few words the lieutenant had been able to utter. She sends Jose to cut the ropes of the prisoner, who, believing that one of his mates has released him, dashes off for the Hidden Valley, but Billie cleverly follows. Her horse stumbles, throwing her just before she can follow into the valley. If she can cross the chasm she will get in. Skilfully throwing her rope, she starts across, but the Vultures send Joe down the rope after her. Her heart is filled with terror as she sees the huge orangoutang starting for her.

"The Love Letter."

Two-reel Western.

CAST.

Jode McWilliams	Pete Morrison
Pa Owens	Duke Lee
Peg Owens	Magda Lane
Stumpy	Ed Jones
Dutch	Jack Woods
Fritz	Harley Chambers
Chub	Hoot Gibson
Andy	Jack Walters
Swede	Otto Myers
Two Horn	Jim Moore

JODE M'WILLIAMS, cowboy at the Circle O, is in love with Peg Owens, daughter of the owner of the ranch. Pa Owens has other ideas for Peg.

Jode enlists the aid of Stumpy, the high-brow cook for the Circle O, in writing a letter to Peg—a genuine love letter. Stumpy copies a letter out of "Lothario's Compendium."

The letter is found by some of the other cowboys, and, while Jode sleeps, is tacked to the outside of the bunkhouse door.

Two-Horns Ogallala happens along, sees what he considers a fine "paper-talk," takes down the love letter and travels through the cattle country showing it to every one he meets.

Jode gets on the trail, but the letter falls into the hands of Peg before Jode can overhaul Two-Horns, and, in spite of misadventures, accomplishes a handsome and satisfactory result.

Current Events, No. 12.

Test Big Seaplane for Trans-Atlantic Flight.—Huge naval flying-boat, NC-1, in which attempt will be made to cross the ocean, is given a trial spin.—*Rockaway Beach, N. Y.*

How to Get Rid of the Milk Trust (Omitted from Chicago and Coast Editions).—This interesting dairy at Key West, Fla., delivers direct to the consumer and doesn't bother with the middleman.

British Hail Return of Gallant Scots Guards.—Troops who fought valiantly for more than four years are greeted by cheering crowds.—*London, England.*

Sub-Titles.—King George reviews the new organization of Scots Guards about to leave to join the Army of Occupation in Germany. Queen Mary and the Princess Mary. The Prince of Wales, Prince Arthur of Connaught and Prince Albert. The Scots Guards pass before the king.

Uncle Sam Completes Greatest Battleship.—Powerful 32,000-ton Idaho, with her twelve 14-inch guns will soon be commissioned in America's service. —*Camden, N. J.*

Teuton Guns Capture Streets of Milwaukee (Omitted from Cincinnati and Milwaukee Editions).—More than thirty carloads of artillery, seized by the Yanks from the Germans, are put on exhibition in the last of the all-war expositions.—*Milwaukee, Wis.*

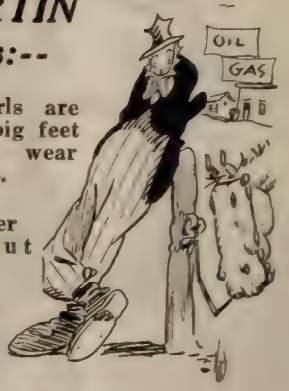
"Kiddies" Give Pennies to Hero Memorial Fund (Omitted from Chicago Edition).—Children of Public School No. 53 gladly contribute to help pay for the erection of a monument to the home boys who made the supreme sacrifice.—*Bronx, N. Y.*

British Royal Princess Weds Untitled Officer.—Princess Patricia of Connaught is married to Commander Alexander Ramsay, R. N., as tremendous crowds struggle with the police for a glimpse of the bride.—*London, England.*

Artillery Officers Decorated for Valor (Omitted from Coast Edition).—Brigadier General Barrett confers the Distinguished Service Cross upon Captain Herbert W. Hall, of the 44th, Coast Artillery, for heroism in action in France.—*Fort Totten, N. Y.*

Buckeye State Boys Glad to be Home (For Cincinnati and Cleveland Editions only).—Red Cross and Mayor's Committee of Welcome greet the lads of the 147th Infantry, 37th Division, returning on board the transport Harrisburg.—*New York City.*

ABE MARTIN says:--



Some girls are born with big feet an' others wear white shoes.

Nobody ever elopes but once.

Mrs. Tilford Moots is so stingy she peels p'taters with a safety razor.

More charming (if that is possible) than in most of her former characterizations, this star in this new story will furnish your patrons with a really delightful surprise. It enables you to advertise—

Carmel Myers

IN HER UNIQUE PRODUCTION

"THE LITTLE WHITE SAVAGE"

—that presents a variety of the versatilities of this charming star whose former productions have given her a great drawing power. It's a new idea, with new locations, new twists and novelty all the way thru.

BOOK THRU ANY
BLUEBIRD EXCHANGE

"Love and Life—or twenty years in prison—all hung on his one-word reply."

The M. P. News Index says: "A strong picture that keeps interest alive all through"—while their Exhibitor Comment runs as follows:

"Dandy story. Universal Special's usual fine photography. Cast is headed by 'that little devil of the screen.' We claim the honor of having 'discovered' Priscilla from an exhibitor's standpoint. Fine attendance."

What more can we say—what more do you want?

"The WICKED DARLING"

Featuring the Season's New Wonder Star

Priscilla Dean

A Universal Special Attraction *that you should not miss seeing today.*

BOOK THRU ANY UNIVERSAL EXCHANGE

Geo. Ade Lauds Abe Martin

KIN HUBBARD,
Creator of Abe Martin.

STARTING with Screen Magazine No. 8, the New Screen Magazine, which is now being developed along new lines, entirely different from the old Screen Magazine and as different from the news weeklies as day is from night, humor will have a very prominent place. The Whosit Weekly will be continued. It has merited the approval it has received. It is analagous in terms of the screen to the hocum columns which several newspapers have carried at various times.

But the New Screen Magazine will acquire with the famous Abe Martin sayings a national prominence and importance. Kin Hubbard, who created the character of the rustic sage, will contribute a number of these sayings to every Screen Magazine.

Several Abe Martin books have been published by Mr. Hubbard, and have been widely read. By many newspapers, magazines and well-known writers, Mr. Hubbard is considered America's leading humorist. Among those who hold Mr. Hubbard in this high regard is George Ade, who, in part of a recent interview had the following to say regarding the creator of laughable Abe Martin:

"The funny man who comes to bat daily cannot knock a three-bagger every time, but Kin Hubbard has a high percentage and shows no signs of letting down. He has an abiding popularity for the reason that he deals in truth, maintains a kindly mood and never hesitates to go after make-believers and shams with a good stout hickory.

"Abe Martin is as quaint and droll as Josh Billings and Artemus Ward ever dared be in their respective periods. Their homely paragraphs are now fossil remains of what was supposed to be amusing at the time. But Abe Martin is up to the minute. He takes in the traveling troupes at Melodean Hall, is an impartial critic at moving picture shows and has looked with cold disapproval on red touring cars. His comments on men and affairs prove him to be an analytical philosopher and a good deal of a cut-up."

Mr. Hubbard will contribute several witty Abe Martin paragraphs to each New Screen Magazine, starting with No. 8, and the addition of this unusual feature to the Magazine will also gain the exhibitor additional co-operation from newspapers.

SCARE THE GHOST AWAY.

THIS issue of the Moving Picture Weekly carries a twelve-page insert on Bluebirds. Read every word of it, whether you ever booked a Bluebird or not. In fact, more particularly if you have not. It embodies a new note in booking. By it an exhibitor can be certain of booking features for an entire year which are proven successes, as new to him as though just released.

The biggest bane of the exhibitor's life is the hide-bound bugaboo, "First-Run." It is a ghost which the exhibitor himself has contrived to scare himself with. It has been working ever since pictures started and it has cost every exhibitor who ever booked a picture a lot of money.

Come on! Scare this ghost away from your theatre.

If you have never shown "My Unmarried Wife," for instance, or "Mother o' Mine" or "We Are French," your folks are going to be just as much interested as though you got the picture on the day it was released. They don't care about first-run if the picture is there. You only think so. You're the only one who cares about it, and you're kidding yourself. Read this Bluebird circular and cut it out. It means money for you.

Al Nathan has been appointed publicity manager by Julius Stern, president of the L-Ko Motion Picture Kompany. Mr. Stern wants the users of L-Ko Komedies to get the benefit of as much publicity with their pictures as is possible to give them, thereby helping them to put comedies over with the same punch that they do their features.

A NEW PRODUCTION FOR PRISCILLA DEAN.

One of the celebrated "Boston Blackie" stories by Jack Doyle, appearing in the Red Book Magazine, is the basis for "The Silk-Lined Burglar," Priscilla Dean's latest starring vehicle, which will be seen at the ..... theatre next.....

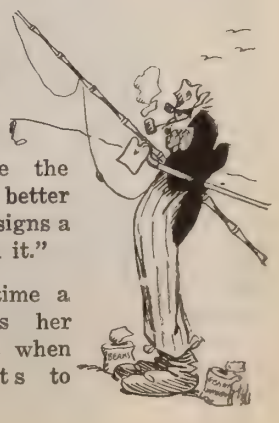
"A drama of suspense" is the characterization given to this photoplay, and those who have followed the career of the engaging "Boston Blackie" will be prepared to accept it as warranted. Since "Get-Rich-Quick" Wallingford there has been no character creation to compare with "Boston Blackie" in his ability to overstep the law and still retain sympathy.

In the present story "Blackie" accomplishes this by undertaking to rob a safe to aid Doris Macon, a society girl, played by Miss Dean, to obtain papers that are needed to save the girl's fiance from professional disgrace. What happens when the pair are discovered by the owner of the safe results in a rapid-fire drama that is guaranteed to hold picture-goers on the edge of their seats.

Miss Dean will be remembered as the star of several recent Universal Special Attractions which have won more than ordinary success. Each has marked a step forward in her work until now she is ranked as one of the leading actresses of the screen. Her rise is the more remarkable as it has been accomplished without the noisy exploitation and exaggerated advertising that accompanies the advent of so many stars. Among Miss Dean's recent successes were "The Wildcat of Paris," "Kiss or Kill" and "The Wicked Darling."

"The Silk-Lined Burglar" was directed by Jack Dillon, and in the cast are Ashton Dearholt, as Robert Melchoir, the young Secret Service agent for whom Doris Macon embarks on her career of crime; Sam De Grasse, as Boston Blackie; Sam Appel, Fred Kelsey and Lillian West.

Abe Martin says:



"Every time the world gets better somebody designs a skirt to spoil it."

"The only time a woman tells her right age is when she starts to school."

SYNOPSES OF HEARST NEWS No. 12; INTERNATIONAL NEWS, No. 12, AND NEW SCREEN MAGAZINE, No. 7.

Hearst News No. 12.

Victorious "Buffaloes" Surrender War Flag.—Standard presented to the colored troops of the 367th Infantry at the outbreak of the war, returned to the Union League Club covered with glory.—*New York City.*

Sub-Title.—The Union League Club accepts the colors.

Introducing Mr. Chelopus Guttatus.—No, it's not a breakfast food or a college fraternity. "Chelopus," etc., is an ordinary turtle—at least he's ordinary to Key West, Fla., where your turtle soups come from.

Sub-Titles.—Two hundred pounds of perfectly good soup—to be served up later by a $20,000 chef at two dollars per soup! A high-diving act into the turtle farm's turtle corral. And when a turtle is wanted, a native goes in and lassoes a fat, healthy chelopus to be shipped to some gilded hostelry.

Honor Hero Colonel Who Died in Action.—Congressional Medal of Honor is presented to Miss Martha Pike, daughter of Colonel Emory J. Pike, who gave his life fighting in the Champagne.—*Des Moines, Ia.*

Daniels Goes Abroad to Study Aircraft.—Secretary of the Navy, with Mrs. Daniels, sails on the Leviathan accompanied by staff of rear admirals.—*New York City.*

"Check Your Babies Here!" (Omitted from Atlanta and Coast Editions).—That's what they are doing in the City of Angels, where a municipal nursery has been established where "kiddies" may be left while mother goes a-shopping.—*Los Angeles, Cal.*

Sub-Titles.—Chief of Police Butler, who has checked many promising careers, tries his hand at checking babies. The infant-ry engagement; the advance; the repulse; retreat—and regret.

World's "Ace of Aces" to Visit America (Omitted from New York City and Coast Editions).—American fighters welcome Colonel William A. Bishop of the Canadian Air Forces, officially credited with downing 72 German planes.—*Atlanta, Ga.*

Sub-Titles.—American boys who served from the beginning of the war with the British Royal Air Forces arrive at New York on the transport Toloa. Lieutenant Kenneth Campbell of Mt. Hamilton, Cal., brother of the American "ace," Douglas Campbell.

Great Atlantic Fleet Breaks Target Records.—Mighty dreadnoughts steam to sea in battle formation to test marksmanship of gun crews.—*Guantanamo Bay, Cuba.*

Sub-Titles.—The 5-inch guns of the Oklahoma open fire on target towed by a battleship four miles away. A Hearst News cameraman, working from the deck of the target-towing battleship, records the skill of the Oklahoma gunners. Salvo firing by the powerful 14-inch guns of the Oklahoma. The 14-inch gun crews of the Oklahoma are congratulated by Captain Charles B. McVay, Jr., on their success in breaking the fleet's marksmanship record of the season.

"Indoor Sports," Cartoon by "Tad."

International News,

No. 12.

Thoroughbreds Clash as Racing Season Ends.—Thousands witness last contest of the "sport of kings" at Jefferson Park, New Orleans, Ia.

Merchant "Gobs" Ready for World-Trade War.—Lads of the U. S. Shipping Board Training Service are prepared to man the ships that will carry the Stars and Stripes into every port of the seven seas.—*Boston, Mass.*

Crews Make Ready for Annual "Shell Game" (Omitted from Coast Edition).—Washington University oarsmen in first tryout of season first use mud-scow to work the kinks out of their muscles.—*Seattle, Wash.*

Give the Boys Back Their Jobs!—They fought their country's battle and whipped the foe. Now put them to work, whether in or out of uniform. Welcome back the soldier traffic "cop"—— And the postman—— A few months in the Tanks Corps may have done wonders for these lads—— This chap may have driven a general at the front, but he is just as proud to drive a civilian now. Give the boys back their jobs! They fought for us! Now is our time to fight for them!

Some Hot Weather Ideas (Omitted from Chicago Edition).—When the "dog days" come in colder States, it may be worth while taking a tip from the fair gardeners of Ocean City, Cal.

Bringing the Boys Back.—Almost two millon left for "over there" through the Port of Embarkation, Hoboken, N. J., and through the "port of debarkation" the transports are now returning them in ever-increasing thousands.

The War of the Bugs.—Another great conflict is on. Millions of ladybugs are being gathered and distributed among farmers to compete against the plant-destroying lice and other parasites.—*Forest Hill, Cal.*

Thousands Pay Honor to Erin's Patron Saint (Not in New York City Edition).—Governor Smith, Mayor Hylan and distinguished citizens review St. Patrick's Day parade from grandstand at St. Patrick's Cathedral.—*New York City.*

ABE MARTIN says:--

Figures don't lie, but you kin group 'em so they'll answer th' same purpose.

A full front photo allus makes a feller look like he's wanted fer safe-crackin'.

Th' first thing some folks put on in th' mornin' when they git up is a fresh grouch.

New Screen Magazine,

No. 7.

FOLLOWING the precept of "Him who careth when the little sparrow falls," our four-footed friends, the dogs and the cats, are being cared for in a hospital for sick pets. You may watch the flashing bare feet of Eileen Cotty for a while in New Screen Magazine No. 7 as she dances fascinatingly to the score of "Good-Morning, Judge."

Part of the world has its eye fast upon the League treaty, and another part is gazing upon the door which opens upon the new spring styles. And here they are, sketched by Hy Mayer, the world-famous designer. Think of how irritated the public eye must be, having new things in it all the time. It now is forced to blink upon some well-known characters that are always in it. "When the whole blame world seems gone to pot and business on the bum, a two-cent grin and a lifted chin helps some, my boy—helps some." Jerome's Laughographs will help, too.

Clothes don't make the man, but hats certainly make the woman. Let us help you select a becoming one that will fit your head and friend husband's eye. We have heard of riding the rail as something to be avoided, but try it astride a log through the mountains and you'll have the excitement of your life. More of the miraculous mud escapades of Willie Hopkins, the noted sculptor. This time it is called "The Mysterious Fanny."

The Big Western Box Office Star

NEAL HART

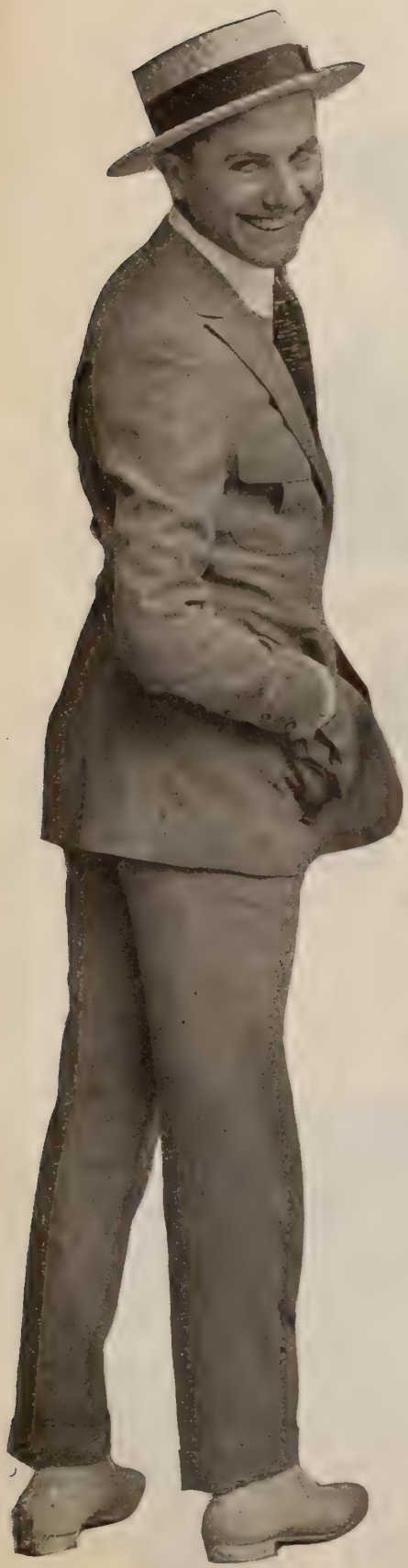
IN ONE OF THE BIGGEST TWO-REEL DRAMAS

"BILL BRENNAN'S CLAIM"

Neal Hart's importance and drawing power can well be estimated by his recent entrance into the field of five-reel feature productions. He numbers his admirers by the hundreds of thousands. That's your cue to go out and advertise him in this latest two-reel picture—"BILL BRENNAN'S CLAIM"

It's saturated with the wholesomeness of the mighty West. A love story of vigor acted with the fullest powers of Hart. All the ad props ready for you. Get the full measure of profits this and all our two-reelers bring to you.

BOOK THRU ANY UNIVERSAL EXCHANGE



The White
Diamonds
of the
Entire
Comedy Field

LYONS MORAN

STAR COMEDIES

Book Them All
as Fast as
They Are
Released—
Once Every Week

BOOK THRU ANY
UNIVERSAL EXCHANGE OR
UNIVERSAL FILM MFG. CO.
CARL LAEMMLE, PRES.
1600 BROADWAY, N.Y.

Bright Serial Outlook

THREE months of studying conditions in various parts of the country, visiting with hundreds of exhibitors, exchangemen, editors and critics has convinced Joe Brandt, head of Universal's serial department, that the serial market is better to-day than at any time during the past four years.

Mr. Brandt returned to New York Monday from Universal City, after supervising the starting of "The Red Glove," featuring Marie Walcamp, and "The Midnight Man," which will introduce James J. Corbett to the screen. Mr. Brandt spent over six weeks at the studios and the remainder of his time in creating ideas for better exploitation of Universal serial productions.

Just prior to returning to New York, Mr. Brandt selected the type of story he has found most suitable for Eddie Polo's next serial production, deferring his selection until he had visited many cities to learn what sort of a serial exhibitors and public desired to see Mr. Polo featured in. The title for the new serial, Mr. Brandt refused to divulge, but stated that he was confident it would prove the best vehicle the star has ever had and that it would be eighteen episodes in length.

In practically every territory visited Mr. Brandt states he found serial conditions improving and a demand for the "continued-next-week films increasing steadily as the warmer months drew near. Mr. Brandt has predicted that this spring and summer will see serials given a wider distribution than at any time since the idea of showing continued films was first conceived. In the West and Middle West, exchanges have recorded a record number of bookings on "The Lure of the Circus" and "The Red Glove," according to Mr. Brandt and adds that exchangemen have already received numerous requests for bookings on the Corbett serial, which is not scheduled for release until May.

While on his tour Mr. Brandt booked "The Red Glove" into over a score of leading theatres in the West and Middle West, in which no serial had ever previously been shown. The Strand Theatre, Denver, and the Orpheum at Seattle are among the theatres that have inaugurated new policies with showings of "The Red Glove." Last week "The Red Glove" was booked into Ray's Garden at Los Angeles, and the People's Theatre at Butte, Mont., two theatres that recently decided against running serials.

FLASHING WINDOW DISPLAY FOR THE WOODLAWN THEATRE.

(*Continued from page* 14.)

beginning Sunday next, February 9. It is the first time in the history of this theatre that a picture has been booked for a week. There is only one reason for this—"The Heart of Humanity" is such a tremendous picture that I know even the large capacity of the Woodlawn Theatre would not be sufficient to accommodate all the people who will want to see this, the greatest picture of all time.

Please remember this is absolutely the first showing of "The Heart of Humanity" in Chicago.

I personally urge everybody to see this great screen production. Other cities have acclaimed it the peer of all films. It marks a tremendous step in motion picture progression.

Mr. Bloom, our well-known and popular musical director, has outdone himself in the matter of musical setting for this incomparable screen masterpiece. He has been at work for weeks matching its fascinating dramatic story with an equally entrancing program of music, which will be rendered under his able baton by a greatly augmented orchestra. A treat is in store for our patrons. Don't miss it! Matinee performance every afternoon at 2 and 4 o'clock; evening at 7 o'clock.

If you miss seeing "The Heart of Humanity" you will always regret it.

Yours very truly,
ANDREW KARZAS,
Managing Director.

The musical director of the Woodlawn Theatre is A. Leon Bloom, who has charge of an orchestra of eighteen pieces. Mr. Bloom devised a special musical accompaniment for "The Heart of Humanity" which was appreciated by the crowds which flocked to the Woodlawn Theatre for the entire week's showing.

"Charlie Treats 'Em Rough."

Nestor Comedy.

Cartoon by Pat Sullivan.

WHEN the peace evidence is all in it will be discovered that the Allies had nothing to do with winning the war. It was Charlie, who put limberger in the kaiser's trenches, who slew half the German kaiserdom with one shot from his "Little Bertha," and who hung the kaiser up to keep the sun out of his eyes, and who drove the enemy back with the good old-fashioned remedy known as "rotten eggs."

And Pat Sullivan doesn't do a thing to the line of march and the line of attack and to the land of the fraulein. He certainly sees to it that Charlie Treats 'Em Rough.

SYNOPSES OF "STATEROOM SECRETS," "A MOVIE RIOT" AND "CHARLIE TREATS 'EM ROUGH"

"A Movie Riot."

(*Copyright*, 1919, *L-KO Motion Picture Ko.*)

Featuring Charlie of the Orient.

SCHOOL is out because the village schoolmaster has had his digestion spoiled by the children continually making him sick with their antics. So the two worst culprits, Hoptoad Hal and Tadpole Ted, went to work on the farm. What should arrive but the Filibuster Film Company to stage a few scenes of their great drama, "The Romance of a Young Butcher."

Right here Charlie from the Orient makes his presence felt and Lady Vere de Voop simply cannot escape the tender advances of the young but worldly-wise butcher. Of course, the kids get continually in the way, as they always do when love scenes threaten. Then movies begin to riot all over the place and even "the child" and the storm—just like "Way Down East." But just before you begin to cry the happy ending comes.

"Stateroom Secrets."

Lyons-Moran Star Comedy.

EDDIE and Flossie each buy a cut-rate ticket to Chicago. It happens that the two tickets were sold to the scalper by Mr. and Mrs. Perriwinkle, and the porter quite naturally places them in the only vacant accommodation on the train—a stateroom. He thinks them man and wife, whereas they have never met before. They are much embarrassed by the porter, who tries to get them to retire for the night in the stateroom, and they do not dare to make known the real situation for fear of having trouble with their tickets. Finally they become sufficiently interested in each other to get married—and then the porter gets them to go to the stateroom in peace.

What more could wo

"The LURE of the

Featuring

Eddie POLO

The letter reproduced on the

have received in the past few weeks

biggest box office winners on the ma

say of CIRCUS"

than this→

Universal Film Mfg. Co.,
1600 Broadway, New York.

Gentlemen:—

Opened last night with "The Lure of the Circus" at the Crescent. You know this house never did do anything on serials—but I sure broke all house records, and not only that, but it took all the business away from my Empress—the only business that I got at my Empress was the people that couldn't get in the Crescent. Had the operator shootin' 'em through 11 min. to the reel—and it took until 9:45 before we got them all seated (house seats 465). I say it is some show when you can take the people away from the Empress; nothing ever did it before at that house. Never saw so many kids in my whole life, and they simply went "crazy" on the picture.

Yours for more like this one,
H. E. SWAN, Kearney, Neb.

Book Thru
Your Nearest
Universal
Exchange

ght is but ONE of hundreds we
roving that Universal Serials are the
et--BOOK this serial and "clean up"

Master of histrionic emotion

MONROE SALISBURY

The Mansfield of the Screen in his greatest Melodramatic Success

"THE LIGHT OF VICTORY"

It's a Universal Special Attraction

HERE'S a play with as much "bigness" and tense melodrama as any of the old time Drury Lane spectacles. No vehicle ever fitted Salisbury better than this. It's a great production, done in a big way. It's the first Salisbury Universal Special Attraction. We'll guarantee its quality and box office value. BOOK AND BOOST IT.

BOOK THRU ANY UNIVERSAL EXCHANGE.

Congratulations Mr. Kunsky

DEAR MR. KUNSKY:—

Congratulations! Your judgment in booking Priscilla Dean in "The Wicked Darling" substantiates what we said to you in our open letter published in our Moving Picture Weekly of recent date.

We do not know whether that open letter influenced you to book "The Wicked Darling" or not, but we can clearly see that our minds were both working along the same line of thought.

We regret that you missed Priscilla Dean in "The Wildcat of Paris," for that would have been a clean-up for you, because of the high class way you present feature attractions.

In St. Louis it required a cordon of police to keep the crowds in order while trying to gain admittance to the Royal Theatre when they were exhibiting "The Wildcat of Paris," and you know that St. Louis doesn't begin to compare with Detroit as a show town.

Imagine, then, what your theatres would have done! And it won't be long before we're going to congratulate you again, for sooner or later you're going to book or boost every Priscilla Dean picture, especially if you follow the critics all over the country who say that Miss Dean is the coming Star of the industry.

"Rob Reel," in the Chicago Evening American, said: "Priscilla Dean is my weak spot; I always want to write college yells about her instead of criticisms."

That's the sentiment that's spreading to every corner of the country, simply because Priscilla Dean is supplying the finest pictures, in the finest stories, with the finest direction, physical embellishments in settings, hand-picked cast and with perfection of every other detail. That's why Priscilla Dean will build a patronage for you that will astonish you, as it is now doing for the most select theatres in America.

Priscilla Dean has arrived. She has already passed in drawing power and popularity many of the present highest salaried Stars in the game.

That surely must indicate something to you, and if you are keen to give Detroit the acme of wonderful picture entertainment every Priscilla Dean production will be shown in your theatre.

Be sure to see her in her next big winner—"A Silk-Lined Burglar."

Cordially yours,

Carl Laemmle

The Morning Telegraph

in it's criticism of

"The SEALED ENVELOPE"

featuring

FRITZI BRUNETTE

said:

"Few program features can lay claim to so much suspense in development as "The Sealed Envelope" contains

—and, we add, few pictures will prove bigger drawing cards than "THE SEALED ENVELOPE" if you go after it right. Book it for at least 3 days; 4 days will be better, for it will play a week if handled properly. It's easily one of the biggest and finest melodramas in many months.

BOOK
THRU
ANY
BLUEBIRD
EXCHANGE
AND
BOOST IT
TO THE LIMIT

Sure! It's an L-KO COMEDY RIOT

Keep Your Patrons Roaring

BOOK ALL L-KO's

and be sure to get this latest scream

"A MOVIE RIOT"

Featuring

Charlie From the Orient

Book It Thru Any Universal Exchange

Priscilla Dean

in another dazzling success

"A SILK-LINED BURGLAR"

A UNIVERSAL SPECIAL ATTRACTION
THAT WILL DRAW A BIGGER CROWD THAN
"THE WILDCAT OF PARIS" AND "THE WICKED
DARLING." MAKE IT "CLEAN-UP NUMBER THREE"

"The safe was only ten feet away - the only sound the thudding of her frightened heart."

See it at your nearest
UNIVERSAL EXCHANGE

The MOVING PICTURE WEEKLY

VOL. 3 - NO. 3 APRIL 22 1916

"A SILK-LINED BURGLAR"

EXHIBITORS ought to be pretty grateful to Miss Priscilla Dean. In a business that rests so completely on the novel, the unique, the startling as does the Moving Picture Business, a new star with just that kind of personality, is a mighty big asset for all concerned. Priscilla Dean is vivid—electric—intense! She wakes 'em up. She gives 'em a brand new start in enjoyment of photodramas. Her first big hit for you was "THE WILDCAT OF PARIS"—in "THE WICKED DARLING" she crowded your house again—show her now in "A SILK-LINED BURGLAR" and cash in on the tremendous interest which this sensational young actress has awakened. See this vivid, diverting, up-to-the-minute drama with the new Dean flavor at your nearest Universal Exchange. It's one of those remarkable Universal Special Attractions which have become the pacemakers of the picture business.

UNIVERSAL SPECIAL ATTRACTION

Priscilla Dean

Did you read the full details of the big special BLUEBIRD PICTURES DEAL in last week's issue of MOVING PICTURE WEEKLY?

Get a copy of last week's isssue and study this special deal and also read the next seven pages with care. It gives you the whole idea on this sensational BLUEBIRD PLAN

SIXTY-SEVEN

BLUEBIRD PICTURES

that outclass many of the big features of the moment, that will put your house on the map and raise your bank balance to a point you've never dreamed of

That's what this BLUEBIRD DEAL MEANS TO YOU

Help Yourself Gentlemen:--

Help yourself to the biggest feast of the season; yes, many seasons. A feast that will make your bankbook wax fat with profits—that will put your house on the map—that will give your patrons the biggest seasons of superfine plays, and that will tie up your patronage for months and months without a break.

BLUEBIRD presented this plan in last week's MOVING PICTURE WEEKLY. Reports from Bluebird Exchange already show instantaneous responses from live-wire, wide-awake, shrewd exhibitors who have instantly grasped the big idea behind this special deal.

Briefly, it's just this. Bluebird has taken their entire list of success, has gone over them with a fine tooth comb and has eliminated every production that isn't a 100 per center.

The list shown on the next two pages include sixty-seven pictures, all proven successes. These you can book (all of them) or as many as you wish on the basis of THE LARGER THE NUMBER YOU BOOK THE SMALLER WILL BE THE PRICE (PER PICTURE) TO YOU. Book them all—

And you'll bank more money this season than you have ever banked before---

We have based this deal on quality and quantity. We hand you sixty-seven great pictures that have entertained millions and that have pulled thousands of dollars into exhibitors' tills ALREADY.

Thus, you take no chance, for you book only WINNERS, proven winners, successes in hundreds of other houses.

BUT to you and your house (if you've never shown these winners) they are just as good to you right this minute as any production released TODAY. Turn the page now and see the amazing array of box office Stars.

DOROTHY PHILLIPS

LOIS WEBER

CARMEL MYERS

RUTH CLIFFORD

ZOE RAE

FRITZI BRUNETTE

TREMENDOUS

with this wonderful gro

IMAGINE for one minute what it means to be able to show a Dorothy Phillips production NOW while her tremendous nation-wide success, "THE HEART OF HUMANITY" is packing theatres in every town, city, village and hamlet in this country? She has made millions of new friends who will go miles to see her in ANY production.

Figure precisely the same with Priscilla Dean, whose "WILDCAT OF PARIS"—"WICKED DARLING"—and "SILK LINED BURGLAR" have made her as big a box office Star as ANY star in the world today.

Then you get Rupert Julian, whose latest and newest success is "THE FIRE FLINGERS" (at the writing of this ad) is now playing to capacity on Broadway in New York.

FRANK KEENAN

MAE MURRAY

FRANKLYN FARNUM

JUANITA HANSEN

PRISCILLA DEAN

MONROE SALISBURY

HERBERT RAWLINSON

EDITH ROBERTS

POSSIBILITIES
of big popular favorites

GO down the list and you'll begin to see the amazing possibilities in this SPECIAL BLUEBIRD DEAL.
You get Lois Weber—Carmel Myers—Herbert Rawlinson—Ruth Clifford—Frank Keenan—Ella Hall—Monroe Salisbury—Violet Mersereau—Mae Murray and all the others whose pictures have made a mint of money for exhibitors.

You get plays that are genuine box office attractions. Proven Winners that immediately take all the gamble out of this deal.

In other words, you are automatically protected with a veritable blanket insurance policy for quality of play, story, star, and you can pick and choose as you please. Where have you ever seen the equal of this plan based on the principle of THE MORE PICTURES YOU BOOK THE LESS COST TO YOU PER PICTURE? Now turn the page and see the simply amazing list of STARS AND PRODUCTIONS ready for you.

MARIE WALCAMP

ELLA HALL

RUPERT JULIAN

LOUISE LOVELY

VIOLET MERSEREAU

GRACE CUNARD

Dorothy Phillips
Priscilla Dean
Carmel Myers
Lois Weber
Mae Murray
Monroe Salisbury
Violet Mersereau
Herbert Rawlinson
Rupert Julian
Ruth Clifford
Frank Keenan--Zoe Rae
Franklyn Farnum--Grace Cunard
Ella Hall--Juanita Hansen
Louise Lovely--Edith Roberts
Fritz Brunette--Marie Walcamp

Here's the greatest list of popular

STARS

that have ever been gathered into one group for combined exploitation

--And the Stories and Plays are wonderful

Direct Picturizations from Famous Books - Novels, Stories and plays from the most brilliant Authors and Writers of popular successes in the country

Directed by the most brilliant directors in the business

Dorothy Phillips in

"The Grand Passion"
"Broadway Love"

Priscilla Dean in

"She Hired a Husband"
"The Brazen Beauty"
"Which Woman"

Carmel Myers in

"The Little White Savage"
"Who Will Marry Me?"
"All night"
"A Society Sensation"
"The Dream Lady"
"The City of Tears"
"Broadway Scandal"
"The Marriage Lie"
"The Wine Girl"
"The Girl in the Dark"
"The Wife He Bought"
"My Unmarried Wife"
"The Lash of Power"

Juanita Hansen in

"The Sea Flower"

Marie Walcamp in

"Tongues of Flame"

Frank Keenan in

"The Long Chance"

Lois Weber in

"Scandal Mongers"

Franklyn Farnum in

"The Empty Cab"
"Fast Company"
"The Fighting Grin"
"$5000 Reward"
"The Scarlet Car"
"The Winged Mystery"
"Anything Once"
"A Stormy Knight"

Ella Hall in

"A Mother's Secret"
"My Little Boy"
"The Spotted Lily"

Francis Ford in

"The Craving"

Rupert Julian in

"Mysterious Mr. Tiller"
"Mother O' Mine"

Zoe Rae in

"Danger Within"

Louise Lovely in

"A Rich Man's Darling"

Mae Murray in

"Face Value"
"Princess Virtue"

Fritzi Brunette in

"The Sealed Envelope"
"The Velvet Hand"

Herbert Rawlinson in

"Brace Up"
"The Man Trap"
"Flirting With Death"

Edith Roberts in

"A Taste of Life"
"Set Free"
"Love Swindle"
"The Deciding Kiss"

Monroe Salisbury in

"The Millionaire Pirate"
"Hugon the Mighty"
"That Devil Bateese"
"Winner Takes All"
"The Eagle"
"The Savage"
"The Desire of the Moth"
"The Guilt of Silence"
"The Red Red Heart"
"Hungry Eyes"
"Hands Down"'

Ruth Clifford in

"The Game's Up"
"The Cabaret Girl"
"Fires of Youth"
"The Lure of Luxury"
"Midnight Madness"

Violet Mesereau in

"Together"
"Morgan's Raiders"

REMEMBER

The larger the group you book the better the price per picture

REMEMBER

Everyone of these productions is just as good today as the day it was released if you've never shown them in your theatre

REMEMBER

—that your patrons don't care a tinker's dam how old a picture may be. All they want is entertainment. Millions are today reading the works of the great Mark Twain, Eugene Field, Edgar Allan Poe. They are still going to see such great plays as "Ben Hur," still singing the old masterful songs. AGE CUTS NO ICE. It's ENTERTAINMENT they want, AND THAT'S WHAT YOU WILL BE ABLE TO GIVE THEM, with only pictures that have passed the test of box office power and genuine entertainment. Not one person in ten million could tell you which of these pictures was released yesterday or last year, because they don't care about release dates. They want GOOD PICTURES, and that's what you'll give them. MONTHS AND MONTHS OF SUPERFINE PICTURES.

REMEMBER

—that "The Birth of a Nation" is still making millions of new patrons for theatres, and it's five years old. And every exhibitor knows that boosting will put over any picture, and YOU CAN BOOST EVERY ONE OF THESE SIXTY-SEVEN PRODUCTIONS TO THE LIMIT.

If you are watching your bank balance—if you are in this business for the money that YOU can make out of it, you'll check off instantly EVERY PICTURE ON THIS LIST that you can book to carry you for months, and YOU'LL CLEAN UP WITH EVERY PICTURE if you go about it right. If you can't call in person at your nearest BLUEBIRD Exchange, wire the list you want, and your exchange will wire or write you the price on the group you select.

This offer is for Exhibitors who are out for the money, and who are watching carefully for the CHOSEN WINNERS in entertainment for their patrons. THIS OFFER WON'T WAIT. Someone in your territory will grab it. DON'T LET ANYONE BEAT YOU TO IT. Use the telegraph. That will get you instant action and reservation. WIRE NOW!!! your nearest BLUEBIRD EXchange, or to—

BLUEBIRD PHOTOPLAYS

1600 Broadway New York

Pete Morrison and Beautiful Sally Star

In the Western Comedy-drama

TWO REELS

"By Indian Post"

HAPPY Pete Morrison and Sally Star in a comedy-drama of real Western life. Present these two Stars and advertise every Universal two-reeler you can book.

Just enough photoplay, with just enough punch to season your evening's entertainment. BOOK THEM ALL. Book thru any Universal Exchange.

THE MOVING PICTURE WEEKLY

A MAGAZINE FOR MOTION PICTURE EXHIBITORS

Published Weekly by the MOVING PICTURE WEEKLY PUB. CO.
1600 BROADWAY, NEW YORK CITY

PAUL GULICK, *Editor* JOE BRANDT, *Bus. Mgr*

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Vol. 8. APRIL 12, 1919. No. 8

NO PUBLIC NEED FOR CENSORSHIP

MOTION pictures are a new art, and a complicated system of censorship is growing up round them. There is no particular reason for censoring motion pictures more than anything else, except that they are new and their unsettled status gives the censorious instinct a chance to assert itself. Crime of all sorts is constantly described in print that is within the reach of any literate child possessed of a penny. It is constantly shown on the stage, the illusion of which is much more powerful than that of the motion picture.

Motion-picture men themselves set up and supported the National Board of Censors, because they wished the public to be assured that the entertainments were such as the public's wives and children could see without offense. A lot of state and city censors, each with his own notion of what is advisable for his neighbor to see, cannot fail to become in the end an impertinent nuisance.
—*Saturday Evening Post.*

WHY PICK ON THE MOVIES?

A WAVE of great activity along reformation lines seems to be sweeping our midst and the ever ready band of puritanists in their eagerness to reform everything and everybody have again attacked the moving picture with renewed vigor and have now before the Nebraska Legislature a bill providing for the establishment of a state board of censorship which shall pass upon all films before their public showing, as well as all advertising matter, illustrations and bill-board publicity pertaining thereto.

This seems to us an altogether unnecessary piece of legislation. In view of the fact that all films exhibited today are first passed upon by a national board of censorship, why provide a group of self-appointed office-seekers with useless jobs entailing an expenditure of funds which may be put to much better use and be productive of far greater benefit in other lines? In the second place, why pick on the "movies?" The silent drama is not what it was even a few years ago. The great majority of the motion pictures shown are good—wholesome, interesting, amusing, entertaining, oftentimes instructive. And they are growing better.

From the standpoint of the exhibitor, the bill is unjust. We must remember that here is probably no one factor in the country that has done more to aid the cause of the war than the moving picture and the well known and generous-hearted screen actors, also that in this locality and elsewhere the moving picture industry, which ranks as a legitimate business quite as much as those of a strictly commercial nature, has suffered considerable loss recently by being forced to close down during the "flu" epidemic. There now being an enormous stock of films on hand in the various film exchanges which will have to be inspected immediately the bill passes and the board is appointed, they are in for further and heavier losses, as it would be impossible to keep their houses running in the interval before the board completes the examination of their entire stock, as well as the accompanying advertising matter.

It is our suggestion that the moving picture be given a rest and that over zealous reformers direct their energies in the many other lines where there is real need of reform measures.
—*The Omaha Excelsior.*

L-KO NOTES.

Hughie Mack, the heaviest jester in pictures, has returned to the L-Ko field. He will start on his new picture shortly and will endeavor to put a triple capital L in laughs.

Bud Jamison, who is now a member of the L-Ko Motion Picture film fun factory, played leads with one of the Harold Lloyd companies a short time ago.

Juan Paco, a Spaniard, who recently annexed himself to the staff of the L-Ko Motion Picture Kompany, originally came from the Gaumont studios in Paris. He has the record of being the champion jumped in Paris, having learned this accomplishment while in the bull-fighting ring in Spain. He also jumped the Atlantic.

Dan Russell is back again with the L-Ko funsters and will be seen in the next Hutchinson picture.

CENSORS FAIL TO RULE IN COMMON

CENSORSHIP of motion pictures might be at least less objectionable were it possible to decide what was proper material for censoring. One of the paid censors of Ohio loudly acclaimed her delight in the then prevalent comedy police pictures while at the same time the police official who makes the cuts for the City of Chicago suppressed all pictures showing the police to the slightest disadvantage, even where the pseudo police were so patently burlesqued that not even the most vivid imagination could discern the slightest intent to ridicule uniformed authority.

It is conceivable that a succession of dramatic pictures portraying the police as venal bribe-takers might be creative of a bad effect, but censors are nothing if not inconsistent, and one damns what the other praises and vice versa. If the combined tastes of all of the state and city censorships were consulted it would not even be possible to issue scenic pictures, since some of these, particularly at the present time, might arouse partisan feeling.

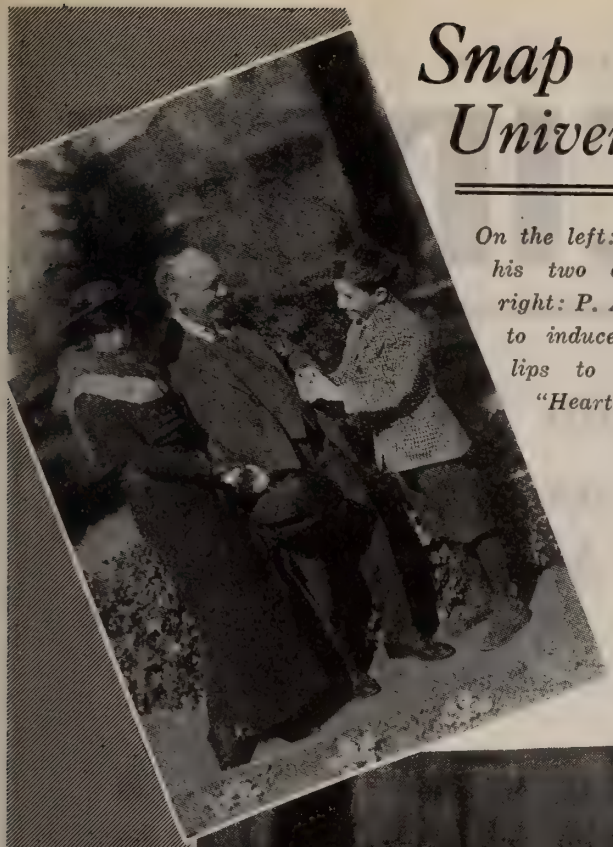
Pictures Should Be Free.

THE motion picture is the most powerful medium of expression through which knowledge or amusement may be conveyed to the human mind. It is more direct than the alphabet. Being such a valuable medium of expression it ought to be free like the press. We do not confound liberty with license. The men behind the picture want the same legal status which is accorded to the press; liberty with law and order. Regulation of the motion picture ought not to go one inch further than regulation of the press. This means the picture ought to be free from restraint, but held fully accountable for any abuse of its liberty.

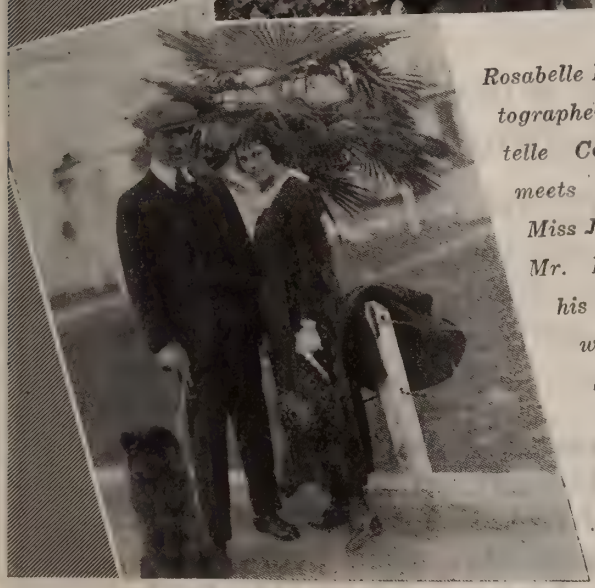
THERE is no more need of censorship for motion pictures than there is for censorship of newspapers, for certainly it cannot be claimed that the sensational newspaper is less potent in its influence than film drama.—*New York Mail.*

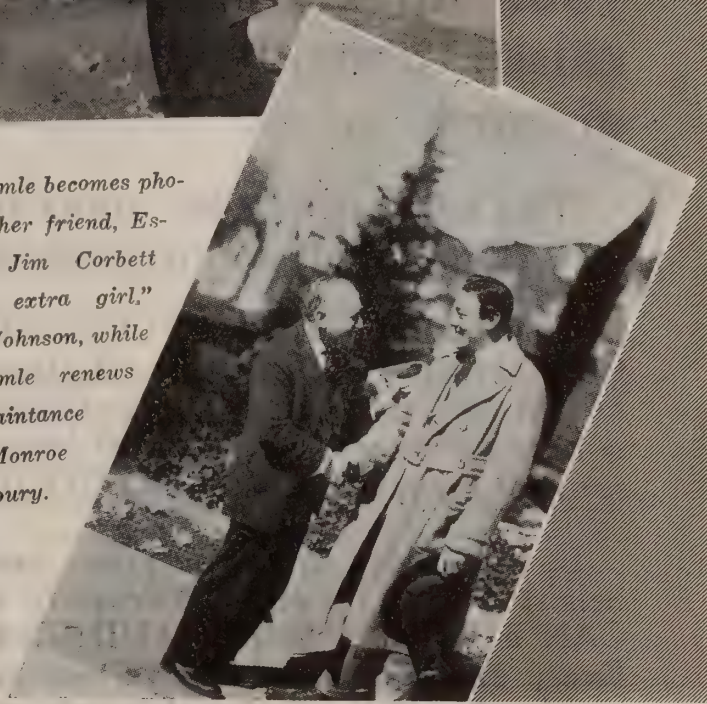
Snap Shots at Universal City

On the left: Mr. Laemmle and his two children. On the right: P. A. Powers, trying to induce Dorothy Phillips to make another "Heart of Humanity."



Rosabelle Laemmle becomes photographer to her friend, Estelle Cohn. Jim Corbett meets "the extra girl," Miss Jean Johnson, while Mr. Laemmle renews his acquaintance with Monroe Salisbury.





FILMICIDES

No. 232 Straight from the Shoulder Talk By Carl Laemmle, President, Universal Film Manufacturing Company.

THE non-cancellable contract is a sugar-coated pill that looks good to the eye and even tastes good to the palate but, Oh boy, when it gets down into your interior and begins to work it can raise considerable Hades with your gizzard!

The exhibitor who signs such a document needs a guardian. He is mortgaging his future.

No producer WHO HAS CONFIDENCE IN THE QUALITY OF HIS FUTURE PICTURES will ask an exhibitor to sign it. The only reason why any producer even thinks of submitting such a contract is because he wants to protect himself against the exhibitor when some of his pictures ARE NO GOOD.

In these days of big surprises and great big pictures, it is the height of folly for any showman to tie himself up so tight that he CAN'T TAKE THE BIG THINGS WHEN THEY COME ALONG. Every exhibitor should leave two or three days open every week, and he should keep a whole week open EVERY MONTH, to be

ready for such pictures as "The Heart of Humanity," for example. And next Fall the market will be flooded with just such great big pictures!

Dozens of exhibitors who have booked "The Heart of Humanity" had already booked themselves solid with other stuff, some good and some bad. But they had to accept all of this stuff and pay for it and then PUT IT ON THE SHELF WHILE RUNNING "The Heart of Humanity."

In this respect the average exhibitor is just as wasteful, just as careless, just as extravagant as are the producers who boosted star salaries to the skies and who are now bidding up to outlandish figures for plays and stories.

Why should you tie yourself up?

Are you afraid you won't be able to get enough good stuff to fill in at the last minute? Why, man alive, the market contains SO MUCH MORE THAN YOU NEED that you've got the whip-hand all the time.

The only reason why the madness of $10,000 a week salaries ever blighted the industry was because YOU permitted it to flourish for a time. The only reason why such idiocy as the non-cancellable contract is even considered for a moment is because you didn't bang it a hard rap the minute it reared its dangerous head.

While all these supposedly clever schemes were being hatched, while all this film politics was being played by the filmicides and filmsheviki, the Universal has been plugging along and plugging along, interested in but one thing—the making of good pictures — uniformly good pictures that are better than the strongest contract ever drawn up by the smoothest film lawyers in captivity.

That's why they all admit that "the Universal has shown greater improvement in quality than any other concern."

That's why you can shut your eyes, book any "Jewel" or any "Universal Special Attraction" and be dead sure that your people are going to be satisfied and that YOU are going to make a splendid profit.

Filmicides have come perilously close to murdering your business with ruinous prices, crazy schemes and pop-eyed politics. It's time you operated on 'em!

ALL BOOKING RECORDS on the "THE

It's Simply Wonderful

THE tremendous booking record for "THE RED GLOVE," featuring Marie Walcamp, has broken all bounds.

A number of large Western theatres that never even entertained the idea of running a serial have booked "THE RED GLOVE" and are cleaning up with it.

SHATTERED
Serial wonderful:
RED GLOVE"

Ask your Exchange for a copy of the complete ad campaign and publicity book. Biggest newspaper campaign ever conceived for serials contained in that book. Go see the first episodes.

BOOK IT NOW!

Book thru your nearest Universal Exchange

Clipped from the Denver Post

This most remarkable review of a serial ever published appeared in the Denver Post, Denver, Colorado. READ IT!

Go wild over Polo

Denver Kids will go wild over Polo in "The Lure of the Circus" for reasons best told by the wonderful description given here.

Applause like Machine Gun Fire

Hurricanes of applause sweep the audience as Polo goes thru his stunts. That means capacity at every performance.

Roars of approval

at every episode simply mean that so long as the serial continues to be as good as it starts, so long will it pour money into every exhibitor's till.

Coining money for hundreds of houses

No serial in years is bringing home such cash as "The Lure of the Circus." If you haven't played it, grab it and advertise it to the limit. BIGGEST SERIAL WINNER IN TEN YEARS.

HAS LIFE LOST ITS FLAVOR? PIFFLE! JUST WATCH KIDS 'EAT UP' LURE OF CIRCUS

Eddie Polo's Their Hero and They Go Wild Over His Exploits Every Saturday—See Them and You Will Feel Better for a Week.

(By FRANCES WAYNE.)

Who says life has lost its savor?

Who says all the thrill of existence vanished with the war?

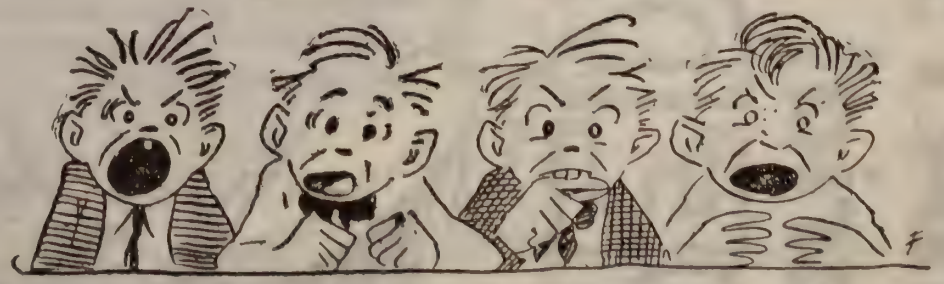
Who says enthusiasm had gone to live with the Dodo?

Who says the drama's a mossy institution?

Who believes that real villains and villainesses are out of date?

Who imagines that genuine, simon pure, label-blown-in-the-bottle HEROES have been put on the shelf?

Who thinks all the hair-breadth escapes have been cornered by prisoners of war?



A thousand kiddoes living in the Capitol hill district know that anyone who believes any of those things is walking round to save funeral expenses. For there's Eddie Polo piling up thrills every Saturday afternoon as the episodes in the life of "Eddie

Jeers and cheers from boys. "Ohs!" and "Ahs!" from girls and a baby setting up a yell because older sister had allowed its lunch bottle to slip to the floor, just as the first draught was-

EDDIE POLO
HERCULES OF THE FILMS IN

"THE LURE OF THE CIRCUS"
The Biggest Serial Released in the Last Ten Years

BOOK IT!!!

Circus, Sensational Serial of the Century," flicker onto the screen at the Ogden theater.

YOUNGSTERS BEGIN TO GATHER AT 1 O'CLOCK.

Eddie Polo is scheduled to appear at 2:30 o'clock Saturday afternoons until he has thrilled his last thrill in the most thrilling thriller of all time. By 1 o'clock the kiddoes began to gather. There were boys of all sizes. Blond, brunette, red-headed boys; some with slicked-down hair, some with tousled locks, some with the Iggorote-but clip; some in wide linen collars, looking miserable; some with no collars at all; some with flannel shirts, some in overalls; some with faces washed to the ears; some with faces that needed scrubbing; some that had been given their Saturday bath and shone like new dimes.

All sorts and conditions of boys—eyes like buttons, mouths open—stampeding the box office for tickets for the "Sensational Scenario of the Century."

And what about girls caring for thrillers?

Hundreds of girls had taken Eddie Polo to their fluttering hearts. They arrived early, got into the box office jam and once in the theater grouped together the fairy bows on curls and braids, making bright oases in the desert of BOY.

APPLAUSE SPATTERED LIKE MACHINE GUN.

When a lady—who was also the orchestra—appeared, the fun began, also the yipping and applause that came spattering like machine gun fire.

"Life was real; life was earnest" for that crowd, and the Indian sign was on Old Man Gloom for fair.

If you've listened to wind galing down a canon you've heard something similar to the noise that greeted the title announcing Eddie Polo and explaining that in the former episode Eddie had got himself mussed up in a murder scrape and was now on his way to prison in charge of the police.

appearance on the screen.

Pep and passion! Screams and sympathy! Resentment and rejoicing!—all flickered about the theater as Eddie Polo went his flickering way on the screen.

For those thousand kiddoes, "Joko, the Chimpanzee," was the real thing in rescuers as he slipped up the wall of the dreary prison as tho he were sliding down a chute. There was an intaking of breath and a let-out like an explosion when the great ape landed on the bars of the third story window, bent them as tho they were strips of mother's biscuit dough, and set the prisoner free.

CATARACTS, TORRENTS OF APPLAUSE FOLLOWED.

Cataracts, torrents, tornadoes had nothing on the roar which greeted Eddie Polo as he slipped down the wall onto the ground into the arms of Joko's trainer, his pal of the circus.

O, Boy! How those kiddos did love Eddie in this, the thirteenth episode of his tragic, thrill trimmed life!

They followed him over the fence, against the barred door, into the room of the bandits where—

"O-o-o-o!" he was knocked down, looked up to see the "Chink" lowering a knife against—

"Gosh darn!" howled the kids as—

"Fourteenth Episode of the Sensational Scenario of the Century, the Lure of the Circus, Next Saturday," flickered onto the screen.

Any man or woman suffering with an ingrowing grouch had better set Saturday afternoon aside and take a lookin at the theater where the kiddos and Eddie Polo are holding forth. One can shut one's eyes and know just what's happening to Eddie Polo by the murmuring, commenting, shouting, whistling, jeering, cooing of the kiddos—who aren't ashamed to express their feeling, but take a stand with the hero with all the noise in their lungs and love in their hearts.

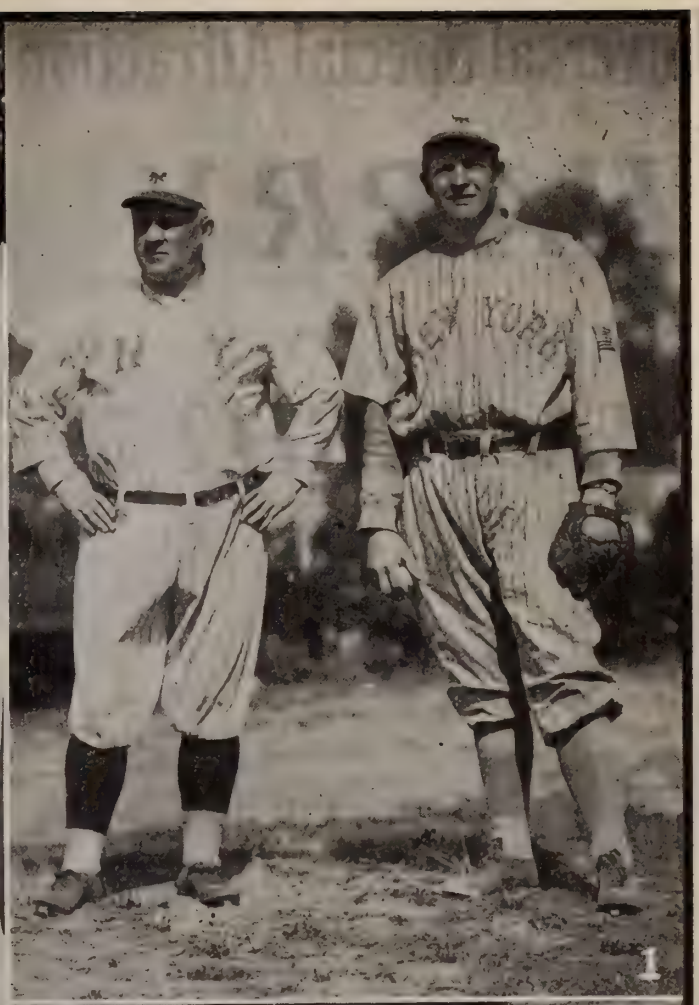
News Photos Universal Cur International News.

1.—Manager McGraw and Christie Mathewson, who will doubtless slip into McGraw's berth, in a few years, watching the first practice of the new GIANTS. — Universal Current Events.

2.—Navy Department reveals for the first time how the various camouflages were designed and planned by experts and first tried out on small models.—International News.

3.—Consignment of German spiked and unspiked helmets which has just arrived in Washington to help boost the Victory Loan.—Hearst News.

from Hearst News, rent Events and



4.—James E. Fraser, noted sculptor and personal friend of the ex-President, working on partly completed bust of the late Theodore Roosevelt. — Hearst News.

5.—View of the Triumphal.... Arch erected at 23d St. in honor of the 27th Division. The Arch, with its extended pilons, will remain for other official greetings. — International News.

6.—Sight-seeing tour of the new "Watch on the Rhine." Doughboys viewing the city of Coblenz from a German sight-seeing barge. — Universal Current Events.

Universal Special Attraction

HARRY CAREY

in

"A FIGHT FOR LOVE"

Here's a picture in which Harry Carey does all the inimitable Carey things—escapes the Sheriff--meets the one and only girl—gets into trouble—gets out again—has a tremendous fight—is shot at, suspected, pursued, accused, but never for a moment loses his happy smile nor the twinkle in his eye.

See this fine Universal Special Attraction at your nearest U. Exchange—you'll be well repaid for your time and trouble.

Mae Tinee Sees Harry Carey

[Reproduced from one of this brilliant interviewer's "Right off the Reel" Articles in Chicago Tribune.]

MAE TINEE (you know Mae Tinee, all those of you who live within a thousand miles of Chicago, as one of the most-quoted of all Chicago film critics) called on Harry Carey while he was in Chicago on his tour of film theatres. A lot of things happened while Harry Carey was in Chicago. It was the turning point for him in several ways. When he was on the legitimate stage he frequently got as far west as Chicago, but seldom any further west. So his tour from Los Angeles to Chicago covered territory in which he was known as a film star only. He was urged to come further East and visit the cities in which he was at one time a great favorite in Western and Alaskan plays. But Carey apparently has cast the old lure behind him. He is now a film star for keeps, and glad of it.

There was one link with the old life which he re-established in Chicago, and which he intends to maintain. For seven years Harry Carey has not been home—for seven years he has not seen his mother. But his mother came on to Chicago to meet him, and now they cannot be parted. Carey took her right along west with him and she will live at his new ranch just outside of Los Angeles. The ranch has 640 acres of land and many of Carey's photoplays, including the next one, "Bare Fists," have been mainly filmed there. It is easy to guess that a lot more will be filmed there.

But to return to Mae Tinee. Probably she expected to see a very good imitation of a rough Westerner. What she really did see is best told in her own inimitable style. Here it is, just as it appeared in the Sunday Tribune, under the heading, "Another Hero of the Plains":

Lured another wild man from the West into me den last week.

Harry Carey, girls!

"What did you say his name was?" the beauty editor asked.

"Harry Carey."

"Sounds like Japanese suicide," remarked the beauty editor.

Which it does. Mr. Carey himself, however, is far from being suggestive of such a thing. He's quite a live one, judging from all appearances. He is also a gentleman with a will of his own, and shattered the fond hopes of his press agent immediately upon his arrival. He would not wear his sombrero on the streets of Chicago. Neither would he don his "chaps."

Harry Carey greeting his mother after a long separation.

"Good advertising for you if you'd do it while I take you around and show you Chicago," the p. a. persisted.

I am told that Mr. Carey retorted:

"What do you want to show me Chicago for? I was born in New York."

There's no fuss nor pretense to Mr. Carey. He tells you frankly that if he had to depend on the sale of his pictures east of Chicago he'd be out of a job.

"The Easterners want spectacular stuff—and I'm no good at that," he says. "They don't care about just good riding. Westerners understand and applaud that. And I'm a good rider. Also, I'm pretty real as a cowboy. When I go into a dance hall I always take off my 'chaps.' Real cowboys don't wear 'em and spurs when in the presence of ladies. Which makes me think of a letter I got from a soldier who used to be a cowboy. I don't get many mash notes, but I get quite a few letters from fellows. This soldier thanked me for showing motion picture audiences that a cowboy knew how to be respectful in the presence of ladies.

"'Thank you for taking off your chaps and dusting your shoes before you went into that hall,' he said."

It also seems that cowboys, when at home and not engaged in conducting a finishing school for horses, wear overalls and doff their guns. Mr. Carey has a ranch with a seven-room house, a wife, and everything, and he says the only time he wears his trappings is when he's fixing to show the tenderfoot how the other half lives.

Vurr' pleasant and companionable and unassuming I found Mr. Carey. He acknowledged a fervent admiration for Bill Hart, Tom Mix and Nazimova. And Chaplin. By no means let us forget Chaplin!

Have you noticed the horse he uses so much? Well, he's been to Carey what Fritz was to Hart, and, like Hart, Mr. Carey plans soon to pension him off to pasture. The horse, whose name is Pete, has only one peculiarity, according to his master. He's afraid of the water.

"People ask me often if the kind of pictures I take are not bad on the horse," said my visitor. ""I haven't found them so. Only one time to my recollection has Pete been up against danger. That time I jumped him off a boat into the water. We'd tried the stunt out with other horses and they had gone in and swam to shore with no trouble at all. But poor old Pete! The minute he struck water he flew into a panic and nearly drowned. That was the last time I ever tried anything of the sort on him."

Mr. Carey told me he had received instructions to go on further east and visit the picture theatres there, but that he was not going to obey. He says he's a canny guy and, having three better pictures coming out than he's made before, he's going to let them make the rounds before he appears in person.

Look like? O, nothing matinee hero-ey about him. Just regular height, regularly dressed, blue-eyed, sandy-haired, regular man. Nice.

Only Animals Need Apply

Major Jack Allen Organizing Company at Universal City Which He Will Direct Himself.

Major Jack Allen

MAJOR JACK ALLEN, famous for his adventures with American and jungle beasts, has signed a contract to produce a series of special animal and nature pictures for Universal. Major Allen has studied the habits of wild animals for over twenty years and expects to show the public in his Universal films how wild animals can be captured and tamed without great difficulty or danger. Major Allen is internationally known as an adventurer, naturalist and trapper of wild animals, and as a producer of animal and nature pictures. He served in the United States cavalry during the Spanish-American war.

Allen has spent years in the stretch of mountain territory that runs from Texas to Alaska, and is intimately acquainted with all conditions of the forest regions of North America. During the past few years Major Allen has devoted most of his time to capturing wild animals for zoos and circuses and in carrying out his dangerous work has had many thrilling experiences. Recently at the suggestion of a film producer, Major Allen posed for a series of one-reel nature pictures. Among these were "Capturing and Photographing Wild Animals," "Montana Mountain Adventures," "Back to Nature," "Rocky Mountain Adventures" and a special nature reel, phographed near Yellowstone National Park. Four of these films were presented at the New York Strand, and one at the Rivoli, New York.

In his work for Universal, Major Allen will have access to the large menagerie at Universal City and taking the animals he desires to photograph into the woods, deserts and swamps he will proceed to demonstrate before the camera how the fiercest jungle beasts may be captured by humane methods. In his score of years among the wilds, Major Allen has only found it necessary to shoot one beast to protect himself. He has been scratched and bruised by animals many times, but is more enthusiastic about his new work with them before the camera than he has ever been before. If he cannot find the animals he wants for his stock company in the Universal Zoo he will recruit them as he has done heretofore, from the wilds.

"THE FIRE FLINGERS" READY FOR RELEASE.

ONE of the most widely read and commented upon stories in the Saturday Evening Post has just been completed as a photoplay at Universal City. Several months ago millions of people were eagerly reading the installments of "The Fire Flingers," a story by William J. Neidig, as it appeared serially in the Post. Before the final installment was completed Universal had bought the story and Rupert Julian started immediately to film it as a big special six-reel feature. It has now been completed and set for release by the Universal as a Special, unattached to any other series or feature.

Jane Novak in "The Fire Flingers."

It is almost a year since Rupert Julian appeared on the screen. The last memorable occasion was when he was the star, author and producer of "The Kaiser, the Beast of Berlin," one of the most wonderful pictures Universal ever released. In the present vehicle Julian participates not only as a star, but as producer. In fact, he plays a double role in "The Fire Flingers."

The story concerns the remarkable predicament of a well-educated and handsome convict who, on his first day of release from prison, was a witness to the death of a man whom he so greatly resembled that it was possible for him to impersonate the dead man, thereby avoiding the suspicion of complicity in his death and establishing himself in a situation which arouses the most acute interest in the unexpected outcome of the story.

Julian chose a strong and eminently capable cast to support him. It includes Jane Novak, Fay Tincher, Fritzie Ridgeway, Clyde Fillmore and E. A. Warren. Miss Novak will be remembered for a number of appearances in Universal pictures. The best known is probably the serial, "Graft," in which she played the lead. She was also one of the three principals in "A Little Brother of the Rich." Since that time she has played with many of the leading film companies on the west coast. During her absence the name of Novak has been ably represented by her younger sister, Eva Novak, who is one of the stars of the L-Ko Komedy Kompany. Fay Tincher is a newcomer to Universal, but is extremely well known through her spectacular career, which began with the old Majestic-Reliance company five or six years ago. Warren has acted with Julian in a number of his pictures, and Fillmore played last with Monroe Salisbury in "The Millionaire Pirate."

"With the deceived man's burning eyes on her, she had to accept his mother's priceless gift"

"Mary MacLaren IN The AMAZING WIFE"

McELVARY IN THE MOVING PICTURE WORLD SAYS:

"This six-part Universal offering, 'The Amazing Wife,' is well above the average story of the emotional, heart-interest type. It has one of the most unusual main situations imaginable, and from the moment the heroine, Cicely, finds herself facing her supposedly dead husband (whom she falsely claimed) alive and well, the observer is kept in an anxious state of wonderment as to the outcome. Good setting and intelligent direction are everywhere evident in this production. Mary MacLaren is an admirable type for Cicely."

UNIVERSAL SPECIAL ATTRACTION

Publicity for "What Am I Bid?"

ADVANCE STORY NO. 1.

A gripping drama of the great outdoors is promised in "What Am I Bid?" Mae Murray's latest picture, which will be shown next ..... at the ..... Theatre.

The story is enacted against a background of primeval forests and some really remarkable scenes have been obtained. Those who love nature will find an added enjoyment in the story, which is simple and dramatic in theme.

Mae Murray, that former idol of the Follies, will startle her old admirers by her portrayal of a girl of the wilds brought up by a drunken father near a primitive, backwoods settlement.

Into her life comes "The Stranger," a young man from the great world beyond the mountains. He is instrumental in saving her from the brutal village saloonkeeper and whiskey smuggler, who bargains for her with her besotted father.

In turn, "that brat of Yarnell's" saves the life of "The Stranger" when he falls a victim of the smuggler's gang. The big climax comes when "The Stranger" is summoned back to his place in the outside world.

Robert Z. Leonard directed the picture from a story by Harvey Thew and J. B. Clymer. In the cast with Miss Murray are Ralph Graves, Willard Louis, Chief Dark Cloud, John Cook, Gertrude Astor and Joseph W. Girard.

A "HONEYMOON FILM."

"What Am I Bid?" Mae Murray's newest Universal Special Attraction, was known around Universal City as "the honeymoon film" while it was being made and entitled.

"Why?" you ask.

Because it was during the taking of this drama at Lake Tahoe that Miss Murray was married to Robert Z. Leonard, her director.

After working hours, when the light would not admit of "shooting" scenes," the star and her tutor wandered in the twilight of northern California, celebrating their marriage.

It was known in studio circles that Miss Murray and Leonard were in love, but the news of their wedding came as a distinct surprise to their filmland associates.

""What Am I Bid?" shows Miss Murray at her best as a little mountain girl, known as "that brat o' Yarnell's," because of her drunken father, who had brought her up in his own illiterate, shiftless, cursing footsteps. It was written specially for Miss Murray by Harry Thew and John B. Clymer, and shows her talents to distinct advantage. The scenic effects made around the Lake Tahoe region of northern California are wonderful.

ADVANCE STORY NO. 2.

Mae Murray, formerly of the Follies and more recently the star in a series of photodramas having the same setting of high life, will be seen next ..... at the ..... Theatre in the role of an illiterate mountain girl.

The name of her picture is "What Am I Bid?" and it is said to be intensely dramatic in character. Robert Z. Leonard directed it from a story by J. B. Clymer and Harvey Thew. In the cast with Miss Murray are Ralph Graves, Willard Louis, John Cook, Gertrude Astor, Joseph W. Girard and Chief Dark Cloud.

The picture was photographed in the Lake Tahoe region of northern California and shows some wonderful scenes of mountains, woods and lakes. It is called "the honeymoon film," because it was made just after Miss Murray and Director Leonard were married.

The story is simple in theme, dealing with the attempts of a brutal whiskey smuggler to gain possession of "that brat of Yarnell's," the character portrayed by Miss Murray.

"The Stranger" arrives from the outside world in time to save her. Later she saves his life, and it is revealed that he is a government agent, come to round up the smugglers. The story builds up to a bix climax in which "that brat of Yarnell's" is put up on the block for auction as an unfit person to be at large.

HE'S A STAGE VETERAN.

Joseph W. Girard, who is appearing in "What Am I Bid?" the latest Universal Special Attraction, starring Mae Murray, is a veteran of the spoken stage. Before entering pictures five years ago he had a long and varied experience in stock and won a reputation as one of the best character actors on the boards.

Girard has appeared in many fine Universal pictures, including Danger —Go Slow," "The Two-Soul Woman" and "The Kaiser, the Beast of Berlin." In the latter picture he took the part of his "near namesake," Ambassador Gerard.

MAE'S DAZZLING WARDROBE.

In her time Mae Murray, the star of "What Am I Bid?" the Universal Special Attraction which will be shown next ..... at the ..... Theatre, has worn probably as many luxurious gowns as any woman in pictures to-day. The former Follies star has always been cast in pictures that demanded the display of a lavish wardrobe.

But in "What Am I Bid?" she does not wear a single gown that would provoke a sigh of envy from the poorest shopgirl in the theatre. In fact, there isn't a self-respecting shopgirl in the world who would consent to wear the clothes that this high-salaried star wears.

Her outfit consists of odds and ends of men's clothing, seemingly thrown on haphazard, and over these a short skirt that is her only concession to the traditions of her sex. Miss Murray is cast as a friendless forest waif, and she surely looks the part.

SHE'S STRONG FOR ROWING.

"I'm strong for rowing — and because of rowing I'm strong," says Mae Murray, the star of "What Am I Bid?" the latest Universal Special Attraction, which will be shown at the ..... Theatre next .....

"Ever since I was a little girl I have been a lover of the water. I consider rowing one of the best athletic sports on the whole calendar. It exercises every muscle of the body, teaches muscular control and, of course, gets you out into the open air. And then, it's the best of fun, too."

In "What Am I Bid?" the former Follies star shows her skill as an oarswoman. The scene of the photoplay is laid in the backwoods and it was filmed in the vicinity of the famous Lake Tahoe, Cal. Miss Murray is seen handling a boat with the skill of a veteran.

INDIAN ACTOR DIES.

Chief Dark Cloud, who played the part of the renegade Indian in "What Am I Bid?" which will be shown on ..... at the ..... Theatre, succumbed to influenza soon after the picture was finished. Dark Cloud was one of the few full-blooded Indians playing important roles in the movies.

Service Page for "What Am I Bid?"

AT A GLANCE.

SUBJECT—"What Am I Bid?"
LENGTH—Six reels.
STAR—Mae Murray.
PREVIOUS HITS—"Her Body in Bond," "Danger—Go Slow," "The Bride's Awakening."
DIRECTED BY Robert Z. Leonard.
STORY BY Harvey Thew and John B. Clymer.
SUPPORTING CAST — Ralph Graves, Willard Louis, J. W. Girard, Gertrude Astor.
LOCALE — The mountains; a backwoods town; New York City.
TIME—To-day.
THUMB-NAIL THEME — The story of a backwoods girl who saves the life of "The Stranger" from the city, and in turn wins from him the sacrifice of family and a society bud fiancee.

FOR THE HERALD.

When "that brat of Yarnell's" took "The Stranger" into her cabin in the North Woods and nursed him back to health after "Big Bill" and his cowardly gang had nearly finished his account she let herself in for a lot of trouble.

The townspeople of the neighboring backwoods village put the worst possible construction on the presence of a man in her cabin and invoked an old law providing for the sale at auction of anyone likely to corrupt public morals.

Like any chattel, the girl was placed on the block. And who bought her and the price he paid is the story of "What Am I Bid?" which will be seen ..... at the ..... Theatre.

A NOVELTY IN BLONDES.

Gertrude Astor, who plays a leading part in "What Am I Bid?" Mae Murray's latest picture, which will be seen at the ..... Theatre next ....., admits she has only one claim to fame.

"I'm the only blonde in pictures who isn't an ingenue," she says. "I'd like to wear rosebuds and a baby sash and be a clinging vine, and that sort of thing. But the casting director won't let me. I'm always a cold, calculating society belle, wearing pretty gowns and still being despised by everyone.

"Isn't it a cruel world?"

Story by Harvey Thew and John B. Clymer.

Directed by Robert Z. Leonard.

CAST.

Betty Yarnell	Mae Murray
Old Yarnell	Richard Cummings
Ralph McGibbon	Ralph Graves
Abner Grimpl	Willard Louis
Dark Cloud	Chief Dark Cloud
John Yarnell	John Cook
Diana Newlands	Gertrude Astor
John McGibbon	Joseph W. Girard

NOTES.

Rarely is it in motion pictures that a full-blooded Indian proves capable of handling an important role, yet in Chief Dark Cloud Universal found an excellent actor for the renegade half-breed Indian in "What Am I Bid?" the new feature play starring Mae Murray under Robert Z. Leonard's direction, to be shown at the ..... Theatre next .....

* * *

Mae Murray, heroine of half a hundred Universal features extraordinary, released as "Special Attractions," will appear in "What Am I Bid?" her newest production, at the ..... Theatre next ..... In her support will be such excellent actors as Willard Louis, Ralph Graves, Chief Dark Cloud and Gertrude Astor.

* * *

Gertrude Astor, the statuesque beauty, has a society role in "What Am I Bid?" which will be seen at the ..... Theatre next ..... Miss Astor and Mae Murray personify the opposing influences of city and backwoods.

ADVERTISING PUNCHES.

1—The pre-eminence of Mae Murray as a screen star with a tremendous following.

2—The beauty of the theme with its contrast of city and mountain elements.

3—The touching by-plot of "Yarnell's brat" and her lamb, and its ultimate sacrifice of love.

4—The splendid cast—Willard Louis, Gertrude Astor, Chief Dark Cloud and Ralph Graves in support of Mae Murray.

5—The spectacle of a young girl being auctioned off.

6—The fact that the picture was taken around California's famous resort Lake Tahoe.

7—A big, elemental story, portrayed against a background of nature in its grandest moods.

8—The novelty of seeing Mae Murray, former Follies star and darling of Broadway, in the part of a friendless waif of the woods.

9—A scenario that is a model of unbroken continuity.

1—Several of the most thrilling fight scenes ever filmed.

ADVERTISING CATCH LINES

She made her supreme sacrifice when she gave up her pet lamb to save her lover's life.

"What am I bid?" asked the auctioneer, but he could not have won, for she had given herself to another for the bid of love.

Sold into slavery by her father for drink.

She was untrained in the ways of the world. Her knowledge was of the great outdoors, and there she found love.

Mae Murray in a Universal Special Production truly extraordinary.

Two three-sheets for "What Am I Bid?"

A Criticism You May Give to a Real Newspaper to Use the Day After the First Showing.

MAE MURRAY, the Universal star, has an unusual story in her latest picture, "What Am I Bid?" shown yesterday at the ..... Theatre. It is not only an unusual story in itself, but it presents the petite Follies star in a role quite unlike anything she has done before.

Miss Murray, who played sophisticated parts, portraying present-day life in the cities, has in "What Am I Bid?" the character of a friendless waif of the woods. She who has worn luxurious and daring gowns almost without number has nothing more attractive in the way of attire than a nondescript assemblage of cast-off men's garments, with a short skirt over them as her only concession to the tradition of her sex.

But not only on the score of novelty is the picture interesting. The story is well and concisely told, and it has the glamor that always attaches to a tale of the woods, where the passions and conflicts of men and women assume proportions that seem to dwarf the staider dramas of the city.

The picture revolves about the efforts of the straight-laced residents of a backwoods village to sell the heroine at auction under an old frontier law intended to protect the community against undesirable characters. The girl's action in befriending the hero and taking him into her cabin when he is desperately wounded has been misconstrued, and the girl is about to fall into the clutches of the village saloonkeeper when the hero returns and saves her.

The story was written by John B. Clymer and Harvey Thew, and the picture was directed by Robert Z. Leonard.

In the cast with Miss Murray are Ralph Graves as the wounded revenue agent, Willard Louis as the despicable saloonkeeper, Chief Dark Cloud, a full-blooded Sioux; Gertrude Astor as Graves' city fiancee, John Cook as the drunken father of the girl, and Joseph W. Girard as Graves' father.

Posters

For MAE MURRAY

DANCER A SCREEN STAR.

MAE MURRAY, the star of "What Am I Bid?" the Universal Special Attraction which will be seen next ..... at the ..... Theatre, is one of the few dancers who have become motion picture stars. Many actresses from the stage have taken prominent places in the film world, including some vaudeville performers who have been both singers and dancers, but the number of those who have been dancers and nothing else and yet have achieved screen fame is strictly limited.

Anna Pavlowa, the great Russian dancer, made one picture, and Mrs. Vernon Castle was a program star. In the main, however, these dancers have not invaded pictures.

"There's nothing in a dancer's training to make her a motion picture actress," Mae Murray confessed in a recent interview. "Dancing does give grace, and dancers do have good understandings, as the joke book would say. Sooner or later every motion picture star has to take a part that brings her feet into prominence, and unshapely ankles are as bad a defect as a crooked nose.

"But beyond that, the two arts have nothing in common. All the grace in the world won't make a person's features expressive, and acting for the pictures is simply talking with all the features, instead of with the mouth alone.

"So when I went into pictures I decided to leave dancing entirely behind me—and that was a wrench, for I had got nearly to the top of the heap.

"I concentrated on facial expression, for that is the basis of screen art. Many persons have asked me why I don't do more dancing on the screen. My answer is that dancing doesn't fit the screen. The most graceful and beautiful dance movement looks jumpy and disconnected.

"Some day I may go back to dancing. When I do I will forget motion picture acting just as completely as I have forgotten dancing while the pictures have claimed me."

Miss Murray had a brilliant career on the stage before entering pictures, and was starred with Ziegfeld Follies. While working in a picture for independent producers she was directed by Robert Z. Leonard. A fast friendship sprang up between the two and, when Miss Murray went to Universal, Leonard signed a contract to direct her.

and Publicity

in "WHAT AM I BID?"

IN devising the posters for Mae Murray's Special Attraction, "What Am I Bid?" the box office value of the title and its question mark have been emphasized above anything else. In the picture Mae Murray is a waif of the woods and is sold by her father into slavery in accordance with a law still prevalent in this backwoods country. It is this question that has been thought by the poster department to be the most striking one for box office purposes. A full line of beautiful posters has been devised in full color with a six-sheet, two threes, and two ones. For a twenty-four, exhibitors will use the Mae Murray Special Attraction twenty-four sheet portrait poster which was issued with "The Scarlet Shadow." This twenty-four sheet can be stripped with the title for the new picture, "What Am I Bid?" and will make an excellent vehicle for this picture as well. A liberal use of these posters will return box office results which will surprise many exhibitors who have not heretofore used posters to any extent.

A one-sheet for "What Am I Bid?"

A romantic element entered their friendship and just before they began the production of "What Am I Bid?" they were married. The film is referred to at Universal City as "the honeymoon picture."

Another one-sheet for "What Am I Bid?"

Striking six-sheet for "What Am I Bid?"

"As one thief to another—would'nt you rather have these pearls than a man's love?"

The Season's One and Only Dazzling New Star

Priscilla Dean

in the sensational love story

"The WICKED DARLING"

ROB REEL says, in the Chicago Evening American: "Priscilla Dean is my weak spot. I always want to write college yells about her instead of criticisms. That's the way I feel about Priscilla and her wickedly changeable dark eyes and her satirically parted lips. She looks so perfectly capable of being a wicked darling."

Thank you, Mr. Reel! And she certainly packs the house!

UNIVERSAL SPECIAL ATTRACTION

It may be that we shall produce better pictures than those into which we put all our time and thought and care in order to establish our new Universal Special Attractions—but the enormous success of these first twelve productions make them still about the safest bet that any exhibitor anywhere in the country could want in order to make money and a name for distinctive pictures.

UNIVERSAL SPECIAL ATTRACTIONS

HARRY CAREY in
"Hell Bent"
"Three Mounted Men"

DOROTHY PHILLIPS in
"The Mortgaged Wife"
"The Talk of the Town"

MAE MURRAY in
"The Bride's Awakening"
"Her Body in Bond"

PRISCILLA DEAN in
"The Wildcat of Paris"
"The Wicked Darling"

MARY MAC LAREN in
"Bread" "Vanity Pool"
"The Model's Confession"

HERBERT RAWLINSON in
"Smashing Through"

See them at your nearest Universal Exchange today

GROSSET and DUNLAP ISSUE PHOTOPLAY EDITION of the UNIVERSAL SERIAL "The Red Glove"

The jacket of the Grosset & Dunlap novel "The Red Glove."

WHEN the Universal decided to make a photoplay of Douglas Grant's novel of Western life, "The Fifth Ace," Grosset & Dunlap thought the time had arrived to put out a novel dealing with the serial, marketing it in the manner in which this firm has been so successful. Inasmuch as the Universal intended to call the photoplay "The Red Glove," it was necessary to obtain permission of Mr. Grant to republish his novel under the new name. This permission was readily granted. The publishers used for illustrations still pictures from the first eight episodes of the serial, and for the jacket a striking combination of still picture and color work was devised. The book is an extremely handsome offering and should be exceedingly popular with film fans who see the finest serial in which Marie Walcamp has ever been starred.

It will be to the advantage of every exhibitor who is running "The Red Glove" serial to get in touch with the news dealer in his town and tip him off to the money which can be made by a bookseller in connection with the showing of the serial. Grosset & Dunlap have a proposition which will be of interest to the bookseller, and the bookseller's interest will be of advantage to the exhibitor who is running "The Red Glove." A large display of books with signs and window cards which Grosset & Dunlap have already arranged for will go a long way toward enthusing that portion of the public in every town which have not heretofore been patrons of serials. Every bookseller knows the address of Grosset & Dunlap, and in all probability has done business with this widely advertised and highly progressive book publishing company.

The novel, "The Red Glove," enjoys an advantage over every other photoplay novel which has heretofore been based on a serial. This one has already established its popularity under the title of "The Fifth Ace," and its author, Douglas Grant, has a far-reaching reputation as a writer on Western subjects.

The illustrations made from "Red Glove" stills enhance the value of the book as an interesting piece of fiction. Already the firm has orders for suffi-

"Red Glove" Punches

EPISODE FOUR.

1. Billie rides out of the back door of the Blue Chip, which is being attacked by the outlaws. She is seen by them and pursued.

2. Billie tries to jump her horse across an eighteen-foot chasm, misses the jump and is plunged into the river a hundred feet below.

3. Single-handed, Billie rescues Tia Juana from two Vultures as they try to drag her down the street.

4. Billie has a hand to hand fight with a desperate outlaw, overpowers him and takes him prisoner.

5. Billie lassoes the branch of a tree which hangs out over a hundred-foot chasm and swings out on the rope, attempting to make her way into the Hidden Valley, the home of the Vultures. The Vultures standing below, send a ferocious chimpanzee up the cliff; the chimpanzee starts down the rope after Billie and she is forced to drop into the midst of the Vultures; is captured and carried through the tunnel into the Valley.

6. In the tunnel, Billie breaks from her captors and tries to run from the tunnel. The guard of the tunnel pulls down a lever and the heavy rock which closes the entrance drops on Billie just as she is roped and thrown by one of the Vultures.

EPISODE FIVE.

1. After being carried to the Vulture's cabin, Billie again attempts to escape, breaks away from the woman set to guard her and succeeds in making her horse. She is roped

(*Continued on next page.*)

cient books to nearly exhaust the first edition which they had printed, and that before the book has been placed on the shelves. Grosset & Dunlap advise that they regard this present demand as a healthy sign of the times. For several years past it has been considered unprofitable to issue novels dealing with photoplays, but with the return of more normal conditions the book business as a whole has taken a big boom. They are predicting a tremendous sale for "The Red Glove" novel.

THE STUNT HE USED.

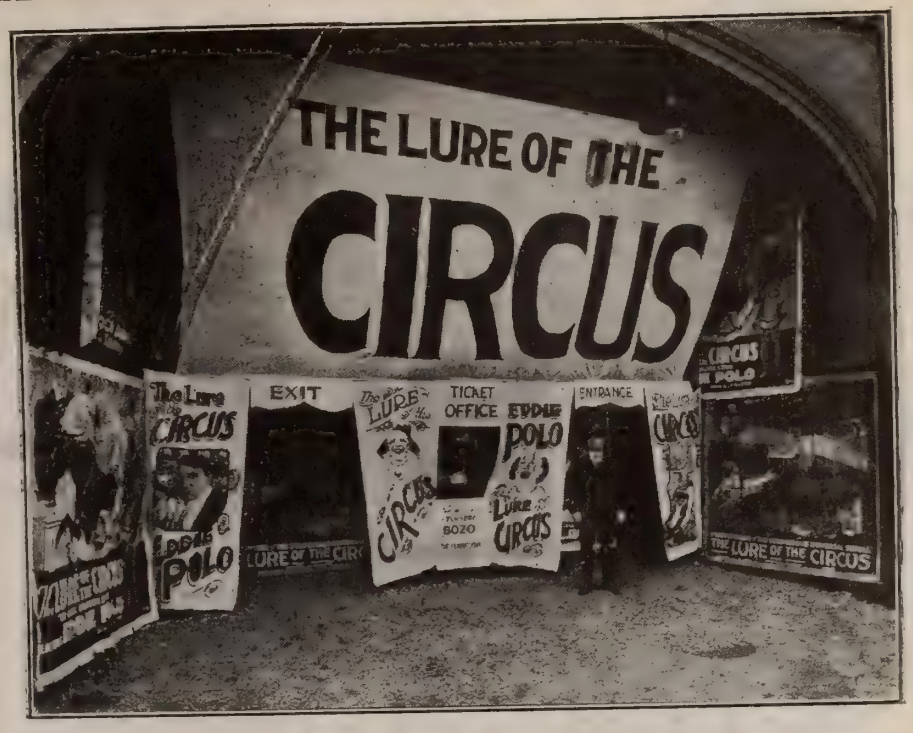
WHEN James J. Hartlove, Manager of the Crescent Theatre, on South Charles Street, Baltimore, Md., booked "The Lure of the Circus," he determined that he would make his theatre look as nearly like a circus as it was possible under the circumstances. He had the regular shaped theatre with a large domed entrance. Consulting a painter friend of his, he secured with the assistance of the twenty-four sheet stand, a quick flash to go over the main entrance and illuminated it with hanging arc lights in front. Below this he arranged a regular circus sideshow. In the center a ticket office, with a little side-show barker back of it. At either side the entrance was draped in tent canvas with the signs "Entrance" and "Exit." The tent canvas was crudely decorated with pictures of clowns and signs. Mr. Hartlove secured all the old circus paper that he could find and for a whole block on either side, all that you could see was the Crescent's circus flare. Of course, he couldn't keep this up for all of the episodes, but the interest that he compelled for the first episode was sufficient to carry it right straight through the serial. When he had finished it, Mr. Hartlove wrote as follows:

"This is the stunt I used for the first episode of 'your great serial, "The Lure of the Circus." I had a clown on the stage doing juggling and funny stunts in addition. I have run every serial that you have released and this one broke all records for me. Twice in the afternon I had to stop selling tickets, and this is the record I think in this town. Never before did I have to 'phone the station house and ask for assistance. The crowd at ten o'clock at night was still waiting to get in.

"I beg to remain,

"Yours very truly,

"J. J. HARTLOVE."



Crescent Theatre, Baltimore, "Lure of Circus" opening.

Punches from "The Red Glove"

(Continued from previous page.)

and dragged from the running horse by the Vulture.

2. Tia Juana is beaten by the chimpanzee with a heavy cattle whip.

3. After having been knocked out by the Vulture and Wiley, Thode recovers and escapes through the pigeon loft and hides out in the long grass. The Vultures, who are searching for him, drive pitchforks into the grass, Thode being stabbed but giving no indication of his presence.

4. Wiley locks Billie in a cell with the chimpanzee who attacks her. Billie fights for her life and in the struggle a candle is knocked over. The entire cell is in flames as Billie tries to break from the deathlock of the chimpanzee.

EPISODE SIX.

1. Thode batters down the cell door, shoots Joe and tries to drag Billie from the burning cell. The ceiling falls, releasing a trap in the floor of the cell and Thode and Billie are both plunged into a subterranean stream.

2. The Hidden Valley is in flames, the fire spreading from the Vulture's house to the other cabins.

3. The Vulture ties Thode in the pit and arranges the dump car which is loaded with sand in such a manner that Thode will be buried alive in a few minutes.

4. Billie throws her belt over a cable stretched across the canyon and slides down, under fire from the Vulture and Wiley, to Thode's rescue.

5. The Vulture and Wiley escape from the Valley across a tree which the fire has caused to fall across the chasm. Billie pursues them, the tree breaks as she reaches the center; she clings to the end of the broken trunk and starts to climb up the tree to the bank. The Vulture and Wiley see that she is about to make the bank and push the tree loose, Billie being plunged into the river a hundred feet below.

The Vultures attack the Blue Chip saloon.

A HIT!

A real -- genuine -- instantaneous hit of the most startling kind

"ABE MARTINS" SAYINGS

"ABE MARTIN" has made a real hit with his "Phamous Filosofy" in the movies. "Abe Martin" is the celebrated character created by that dry-humored Indiana writer, KIN HUBBARD, whose sayings have made millions laugh through the medium of scores of newspapers through the length and breadth of the land. Recognizing the popularity of these "Abe Martin" sayings we have secured a contract from Kin Hubbard for the

NEW SCREEN MAGAZINE

and you get this extra added attraction without one extra cent of expense to you. Look for them every week. Advertise them in your newspapers. Let your patrons know the treat they get each week in this novel addition to the NEW SCREEN MAGAZINE, which brings all the latest things of invention, science, dancing, slow motion photography, trick photography, fashions, and everything of fascinating interest to old and young. Book the NEW SCREEN MAGAZINE and boost it. It will pull the dollars for you.

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The Universal Special Attraction

"The LIGHT OF VICTORY"

A drama of tensest emotion, superbly acted and staged to perfection. A climax that's a pictorial wonder.

UNIVERSAL FILM MFG. CO.
1600 Broadway. N.Y. – Carl Laemmle Pres.

SYNOPSES NEW SCREEN MAGAZINE, "GREEN-EYED JOHNNIE," CURRENT EVENTS, No. 13.

Universal Current Events, No. 13.

Baker Inspects Mexican Border Patrol Forces. — Salute of 19 guns is given, as, with General March, Chief of Staff, the Secretary of War arrives at Fort Bliss.—*El Paso, Texas.*

Wilson Reopens League of Nations Discussion (omitted from Seattle, Portland, Spokane, San Francisco and Los Angeles prints).—Arriving again in Paris, after his visit home, his first act is to attend a conference with Premiers David Lloyd George and Clemenceau.—*Paris, France.*

Sub-Titles.—David Lloyd George arrives to attend the conference. Premier Clemenceau, fully recovered from the attempt upon his life, arrives at the Hotel Crillon.

"Let's Beat It" (omitted from Chicago print).—But you won't beat it when you see the husky doughboys of the 27th Division playing the parts of chorus men and chorus ladies in their latest musical comedy. — *New York City.*

Sub-Titles.—Some chorus! They're all fighting privates and some were wounded at St. Souplet, including the "leading lady," known in military circles as Private Walter C. Roberts. Everything is fine until the stage director rushes in and tells this husky gang of machine gunners that they're rotten and ought to learn to act. The grand finale by the entire company! Ta-ra-ra—

There's a New "Watch on the Rhine."—And it's made up of Uncle Sam's doughboys. Here are some of them about to board a river steamer for a trip along the Rhine.—*Coblenz, Germany.*

Sub-Titles.—The picturesque hills of the Rhine, where the feudal lords of the middle ages had their strongholds and where the German aristocrat has his castle. Lieut. G. D. Atmore, U. S. Marine Corps, in command of the boat, and the river pilot. Ruins of the Rheinfelst castle. A "Y" girl passes "fags" among the boys. A "championship" bout. "The Rhine may be fine, but a one-step for mine."

Oh, Boy! Baseball Is Back Again.—Manager McGraw and his New York Giants open their annual spring training season in preparation for the coming pennant race. — *Gainesville, Ga.*

Over the Martial Hosts.—Most astounding aerial pictures ever shown, photographed by the U. S. Air Service in a flight above the "Welcome Home" parade of the 27th Division.—*New York City.*

Trailer.—(For New York, Buffalo, Philadelphia and Pittsburg prints.)—Sunday cannot be desecrated by attending Sunday "movies" by anyone who works six days a week.

New Screen Magazine,

No. 8.

"EVERY dog has his day," and you must give your dog his; and how could any dog spend his day better than going on a shopping tour? Do you remember what a tough time it was getting an education out of school books with the aid of a good pair of eyes? Imagine having to read books with your fingers. Yet that is what the blind have to do. If you've never listened to the words of wisdom of Abe Martin, the Indiana philosopher, it's time to begin with this eighth issue of the New Screen Magazine.

Dame Fashion always has a new trick up her sleeve which makes fashion designing one of the most fascinating of arts. You see Dame Fashion here consulting with Zalud. Foil the junkman who comes for your old automobile and make it work for you in some clever way like this railroad contractor does.

More about the "little pig that went to market," and also the one who stayed at home and had a buffet luncheon served to him at headquarters. And "after the others we are first"—the Whoozit Weekly.

"Green-Eyed Johnny."

One-Reel Nestor Comedy.

CAST.

Johnny.....Jack Dillon
The Girl.....Lotta Kruze
The Cause of It All.....Charles Dorian

IT was at a cabaret, whence Jack and a company of gay companions had come seeking diversion, that Lotta was singing her pretty life away. The minute Jack saw Lotta he was a "gone goose," as far as being a bachelor was concerned. So, suiting the action to the idea, he proposes, is accepted and the papers are signed and sealed and all is happy, or at least, it seems so, on the first morning of the honeymoon. Jack goes away for a few hours, and just there he makes his mistake. For while he is gone a movie hero comes to town and all the girls go to the train to meet him, including Lotta. Jack returns to find that the serpent has entered his paradise in the form of a photograph of the movie hero which he finds on the floor. Intent upon murder, he goes to the hotel, where his horror grows upon finding that Lotta, too, has been there. He shoots up the place, figuratively speaking.

Meantime the manager's wife becomes an accomplice, for she has fallen for the movie hero, too. After a series of terrible happenings, such as part of the movie hero's clothing blowing out of the window and his chasing them and getting into the wrong room, Jack finally confronts Lotta and accuses her of shielding a lover. And then Lotta naively tells Jack that the man is her brother.

ABE MARTIN says:--

When a feller can't think o' nothin' but ham an' eggs when he goes in a cafe it's time t' git married.

Joe Lark, who used t' publisha paper that pleased ever'buddy, is in th' poor farm.

"Let Fido Do It."

Two-reel L-Ko Comedy.

(*Copyright* 1919, *L-Ko Motion Picture Kompany.*)

RIGHT out on the rural front things were happening thick and fast. Father was interested in the livestock, and so was Peggy, though not the same stock, while mother just looked on and got healthy. Handsome Harry and Archibald Acorn both cast fond glances at the youthful Peg. Things were progressing jealously when along came a telegram which got everybody excited, because it said: "You will receive 50,000 kegs if your daughter is married immediately." So it was decided that Peg must be married before July 1st.

Wounded Willie Wimples had just returned from war and was also esirous of marrying Peg, so he changed the wire to fit his purposes. But Peggy took things into her own hands and eloped with Handsome Harry after all.

A.E.F. ACCREDITED PHOTOGRAPHER

International News Photographer getting the big European News of greatest interest.

R. WHIPPLE, expert International Film Service Cameraman, now the accredited photographer with the American Expeditionary forces along the Rhine.
His wonderful news reel shots in Europe appear in the BIG THREE every week. Exclusive news pictures secured through unusual sources that millions are eager to see each week shown every week in either—

UNIVERSAL
CURRENT EVENTS
INTERNATIONAL NEWS
HEARST NEWS

IF one release misses it the next one gets it. Also you get the great T. A. Dorgan's comic "Indoor Sports" series, and all the world's biggest and most important news events in pictures. Last week we told you that no single weekly news reel release could give you what THREE BIG RELEASES CAN. Today we tell you that the BIG THREE not only gives you MORE, but later stuff, more unusual shots, because backed by a world-wide staff of news experts.

BOOK ALL THESE THREE BIG WEEKLY NEWS REELS AND BE FIRST WITH ALL THE WORLD'S BIGGEST EVENTS IN PICTURES IN YOUR HOUSE AND ADVERTISE THAT FACT BROADCAST.

BOOK THROUGH ANY UNIVERSAL EXCHANGE

SYNOPSES OF "THE RED GLOVE" AND INTERNATIONAL NEWS, No. 13.

"The Red Glove."

Episode 5.

"AT THE MERCY OF A MONSTER."

CAST.

Gentleman Geoff.....Alfred Allen
Billie (his daughter)..Marie Walcamp
Starr Wiley.....Thomas Lingham
Kern Thode.....Pat O'Malley
Jose.....Edgar Allen
The Vulture.....Leon de la Mothe

AS Joe, the orangoutang, descends the rope toward her Billie drops and is captured by the Vultures. The Vulture blindfolds her as he leads her through the tunnel and up to his house. Meanwhile Whitey, Billie's dog, finds Thode and the posse and leads them back to the cliffs.

While the Vulture is trying to make Billie tell him where to find the Red Glove, Wiley is brought in. Wiley demands an explanation from the Vulture. The argument grows into a fight, which is interrupted by Leonard (one of the Vultures), who comes in to report that the rope is still hanging over the cliff. The Vulture orders him to get it immediately. Thode and the posse reach the cliffs just as Leonard comes out to get the rope. Thode kills Leonard, and, putting on his head-dress, is passed by the guard into the Hidden Valley. Thode carries the rope to the Vulture, sees Billie and pulls a gun on the Vulture, demanding her release. Wiley comes from the other room and knocks Thode out with his gun. The Vulture tells Billie that unless she brings Tia Juana and the Red Glove to the valley he will kill Thode. Billie consents and is led out under guard. On her way through the tunnel she slips the bandage from her eyes just enough to learn the position of the lever which controls the rock gate to the entrance. During the Vulture's and Wiley's absence Thode recovers and, making an escape, hides out in an old drain. Billie persuades Tia Juana to return to the valley with her, but manages to whisper to Jose to tell the posse to be at the rock gate at 8 o'clock that night.

When Tia Juana refuses to hand over the glove the Vulture hands Joe a whip and tells him to beat her. Billie interferes and is again thrown into the cell. Tia Juana is forced to hand over the glove. By this time it is dark. Thode crawls from his hiding place and to the cell window. Billie tells him the secret of the rock gate and asks him to admit the waiting posse. Meanwhile Wiley locks Joe in the cell with Billie. Thode shoots the guard in the tunnel and admits the posse. The valley is aroused and the battle starts. Joe attacks Billie and in her struggle she upsets an oil lamp, which explodes and sets fire to the cell.

International News,

No. 13.

Canada Hails Return of "Princess Pats" (omitted from coast prints).—With only eight men of the original regiment left, the famous light infantry arrives at home after more than four years of the severest fighting.—*Ottawa, Canada.*

How the Ships Were Camouflaged (omitted from New York City, Cleveland and Cincinnati).—The Navy Department now reveals for the first time how the fantastic colors and designs were planned by experts and first applied to models.—*Washington, D. C.*

Sub-Titles.—A model of the U. S. collier Prepeus is placed on a revolving table and the camouflage lines studied. Looking over a model of the transport George Washington, the vessel that later was to carry President Wilson to France. Lieut. Van Buskirk, commanding the camouflage section of the Navy Department, holding a model of the troopship George Washington.

British Test Greatest of Super-Zeppelins.—Giant airship, in which it is hoped to make the first flight across the Atlantic, is given trial flight.—*Silby, England.*

Sub-Titles. — Scores of mechanics haul the great airship to the starting point. The rudder and elevating planes. The four cabins and propellers of the monster, which New Yorkers may, one of these days, see hovering above the skyscrapers. One of the huge cabins of the R 33. Officers of the aviation service of the U. S. Navy attend a conference in Washington to arrange details of the proposed trans-Atlantic flight of a naval seaplane. Commander M. H. Towers, in charge of the details of the proposed flight, inspecting a map of Atlantic ocean air currents.

"Queen of the Navy" Goes Into Commission. — Great super-dreadnought Idaho, largest battleship in the world, is formally turned over to the U. S. Government by the builders.—*Camden, N. J.*

Sub-Titles. — Capt. G. T. Dogelgesend, commander of the mighty 32,000-ton Idaho. The fighting top and the monster 14-inch turret guns of the Idaho.

ABE MARTIN says:--

Mrs. Tipton Bud has presented her husband with a straight-handled umbreller so he won't leave it hangin' on some bar.

Th' trouble with a flat is you can't cross your legs without kickin' your wife.

Speed Kings Race in Death-Defying Contest (omitted from Coast print).—Cliff Durant wins, covering 34 laps, totalling 250 miles, in 3 hours, 4 minutes and 59 seconds.—*Santa Monica, Calif.*

Sub-Titles.—Joe Melcher starting the fatal first lap that ended in his death four minutes later. Durant captures the honors and a $4,000 purse. Defying death at the dangerous Wilshire turn.

Millions Pay Homage to New York's Own.—Vast multitudes smash the police lines in the most astounding scenes of welcome to the victorious lads of the 27th Division that the metropolis has ever seen.—*New York City.*

Sub-Titles.—Every roof, every ledge and every bit of space into which a human being might wedge is occupied as the Welcome Home march of "O'Ryan's Roughnecks" starts from the Victory Arch. Cutting the silken cord at the Victory Arch to permit the triumphant hosts of the Empire State to pass through on their epoch-making victory march. Out of the hell of war—out of the jaws of death—into and through the Victory Arch the wounded lads of many battles lead their marching comrades. Cheering thousands—densely packed masses of humanity—pay homage to Major General John F. O'Ryan, the valiant commander of the fighting 27th. Governor Smith, Mayor Hylan and William Randolph Hearst, chairman of the military committee of the mayor's committee of welcome. Sherman, victorious leader of the war for the preservation of the Union, pays silent tribute to the victors of the war for the preservation of the world. March on, glorious 27th! Triumphant, victorious, tried and true veterans of the great war of right against wrong.

Trailer (for New York City, Buffalo and Philadelphia prints only).—Sunday is the only day of recreation for many people. Give them Sunday motion pictures.

Book thru your nearest Universal Exchange, or communicate with the UNIVERSAL FILM MANUFACTURING COMPANY, Largest Film Manufacturing Company in the Universe, Carl Laemmle, President, 1600 Broadway, New York.

PHOTO-PLAYS.

You Can't Fool Omaha---

Omaha, hungry for real entertainment, has adopted "The Heart of Humanity" as its very own. It's a great show. Don't miss it. It's the talk of the town—the town that nobody can fool twice in the same place.

The HEART of HUMANITY

is unanimously and wildly praised by press and public. Some say it is "the picture that will live forever."

Omaha's First Opportunity to Witness a Masterpiece Presented With Full Stage Effects.

TWICE DAILY

Prices: Matinees; 25c, 35c and 50c
Eve., 25c 35c, 50c, 75c; Boxes, $1.00

BRANDEIS THEATRE
WHERE EVERYBODY GOES

Display adv. in the Omaha Bee for showing at the Brandeis Theatre.

Showing "The HEART

PRAISE FROM PHOENIX, ARIZONA

PHOENIX, ARIZ., MARCH 16, 1919.

CARL LAEMMLE,
UNIVERSAL FILM MFG. CO., NEW YORK.

"HEART OF HUMANITY" OPENED FIVE DAYS' STAY AT OUR NEW STRAND THEATRE TONIGHT TO MAGNIFICENT BUSINESS. OUR PATRONS CONCUR IN OPINION THAT IT IS THE PEER OF ANYTHING EVER DONE FOR THE SCREEN. THE EXHIBITOR WHO PLAYS IT OWES TO YOU AND HOLUBAR A DEBT OF GRATITUDE, FOR IT IS THE KIND THAT MAKES POSSIBLE BIGGER AND BETTER PICTURE PATRONAGE.

RICHARDS & NACE.

INDEFINITELY EXTENDED

Cleveland, O., Mar 6.
Mr. H. M. Berman.
Universal Film, N. Y.

Lyric, Lima, breaking all records with "Humanity." Engagement extended indefinitely.

E. J. Smith.

REMINDS VETERAN OF THE CIVIL WAR.

March 14, 1919.
Jewel Production, Inc.
1600 Broadway, New York City.

Gentlemen:—Played "Heart of Humanity" for three days last week to capacity houses, each succeeding day showing an increase in the box office receipts. In this master production Allen Holubar, the author and director, shows that he is a worthy rival of David W. Griffith, dean of producers.

An instance of the effectiveness of this great up-to-the-minute photodrama: An old man in the seventies, with tear-dimmed eyes, coming out of the theatre, accosted me in the lobby and said: "It brought back memories of '61, when three brothers and I left mother, to take part in that awful Civil War. I was the only one of the four to return."

Some picture to brush one's memory back over a space of fifty-eight years.

(Signed LEW GOLDREYER.
Resident Mgr., University Theatre, Fordham Road, N. Y.

PALACE THEATRE

"FOLLOW THE CROWDS"

DANVILLE CAPTURED

Surrenders Completely to the Greatest and Most Magnificent Photoplay Spectacle of All Time.

3,000 PEOPLE SAW IT YESTERDAY

and everywhere you go you hear the same thing, "It's Wonderful", eclipses "The Birth of a Nation", overshadows "Hearts of the World", dwarfs "Intolerance."

"The Heart of Humanity"

An intensely poignant human drama, conceived with a skill intelligence that lifts it high above anything that has been produced. In its scenes of high romance, breathless suspense; it is the most gripping picture ever made.

AGAIN TODAY, TOMORROW AND WEDNESDAY

3 Shows Daily, 2:30-7:00-9:00 — Lower Floor Seats Reserved Each Performance

ORDER YOUR SEATS NOW

PRICES—Lower Floor, 55c, Balcony, 28c—War Tax Included—Box Office Open Daily From 10:00 a. m. to 10:00 p. m.

Seven column adv. for Palace Theatre of Danville, Ill., where "The Heart of Humanity" played a week.

# of HUMANITY" Right

COULDN'T STOP "THE HEART OF HUMANITY"

515 South Saginaw Street, Flint, Mich., March 24, 1919.
Universal Film Co., *3 E. Elizabeth Street, Detroit, Mich.

Dear Sir:—The biggest fight during the week of March 9th is now passed, and I am still here and glad to say that I was in the lead all the time.

"The Heart of Humanity" I consider the greatest production of all times, inasmuch as it has a story that is bound to reach all and that is Mother Love.

The star stands out as bright as the sun, her acting is the best that I have ever witnessed in my entire career, and I think I have seen them all.

Having been an actor for eighteen years, I can appreciate good work when I see it, and Dorothy Phillips has reached the highest point attainable in the moving picture field, and I feel sure that it will be a long time before we will have the pleasure of seeing such work accomplished on the screen again, unless it happens to be Dorothy Phillips.

Mr. Holubar deserves a lot of credit for his wonderful handling of this masterpiece. He ranks in the same class with Griffith, and he can feel proud of that fact, and the moving picture followers ought to feel proud that at last we have another Griffith with us.

This production was engaged in this house for one week, something unheard of, paying the highest price that was ever paid for a picture in this theatre, so you can readily see that I had something to go after.

The regular prices in this house are 10-20 cents, so in order to play this attraction I raised my prices to: Children, 25 cents; adults, 50 cents, and a few at 60 cents, which was reserved.

Before I cut loose I found that I had a fifty-cent picture. Then I started for Over the Top. My orchestra of eight men, which is considered by all as the best in the State, played the score to perfection. I billed the town like a circus, buying front page newspapers, rented windows, billed every town for a radius of twenty miles, made special announcements from the stage, and did everything to create a noise, as I was going after 50 cents admission.

The day of my opening was Sunday, March 9th. When I awoke I found a blizzard starring me in the face. But that did not bother me, as I knew I had a Weather-Proof Attraction.

My opposition put in against me "Mickey," for one week; some more opposition put in "Hearts of the World," ahead of me and behind me, trying to stop the greatest picture that was ever made, "The Heart of Humanity." But to no avail. And I will say to you that it played to the biggest business in the history of the house, and I am willing to wager that at no time in the history of Flint has any picture house played to the gross business in one week that "The Heart of Humanity" played here during the week of March 9, 1919, not barring that so-called wonderful sensational "Mickey."

Don't think for one minute that "The Heart of Humanity" will play by itself any more than any other picture will, but with this production you know you have something, so go out and spend the money.

(Signed) CHAS. GARFIELD, Manager,
Orpheum Theatre, Flint,
"The Boy Who Does Things."

The HEART of HUMANITY
THE PICTURE THAT WILL LIVE FOREVER
From Out of the War's Agony of Strife
Came the Ministering Women
GRIEVED, YET COURAGEOUS, THEY FOUGHT VALIANTLY AND WON GLORIOUSLY
TREMONT TEMPLE
PHONE FORT HILL 2330
NOW PLAYING
TWICE DAILY 2.15 & 8.15

Trement Temple, Boston's biggest auditorium, plays the year's biggest picture and advertises it right.

GREATEST PICTURE SEEN IN WINDSOR.

WINDSOR, ONT., MAR. 5, 1919.
CANADIAN UNIVERSAL FILM CO.
106 RICHMOND ST.,
TORONTO, ONT.

"HEART OF HUMANITY," GREATEST PICTURE EVER SEEN HERE, PLAYING TO GREATER BUSINESS EACH PERFORMANCE. PATRONS CLAIM IT FAR SUPERIOR TO "BIRTH OF A NATION."

EMPIRE THEATRE,
WINDSOR, ONT.

"Looping the Loop"

BY E. C. SEGAR.

A FEW SCENES FROM "THE HEART OF HUMANITY" AT THE WOODLAWN, 20TH CENTURY & PANTHEON
DOROTHY PHILLIPS
BABY
TODAY WE WILL DRAW A SERIOUS, REFINED TRUE TO LIFE CARTOON I'M TIRED OF DRAWING SILLY STUFF
I PRONOUNCE YOU HITCHED
XTRA .... WAR IS DECLARED
JOHN NANETTE
WAR WAS DECLARED ON THEIR WEDDING DAY.
THE SAME THING HAPPENED WHEN MY WIFE GOT MARRIED
SEE YOU LATER I GOTTA GO TO WAR NOW
THE SAD PARTING
I'M GOING OVER AND BE A CROSS NURSE
SHIP
IF HE COMES IN THRU THE DOOR I'LL KILL ME
TWO GERMANS FIGHTING
ALL ENDS WELL
E.C.
READ NO FURTHER

The famous Chicago cartoonist and critic, Segar, sees "The Heart of Humanity."

SYNOPSES OF "SKIDDING THRONES," "THE HONOR OF MEN," AND HEARST NEWS, No. 13.

"Skidding Thrones."

CAST.

Duke Demitasse	Lee Moran
Count Custard	Eddie Lyons
Princess Paprika	Mildred Moore
Baron Bologna	Harry Nolan
Proprietor	Gus Pisley

EDDIE and Lee work as waiters in the Cafe Boheme. Both are in love with the cashier. The cook also has an eye on the cashier. While engaged in the work of the day the boys are startled by the arrival of a newsboy with an extra proclaiming a new king in Casserole. Lee is that king, hidden in this country in disguise. He declares himself and all the people bow to their new ruler. He is taken to a table of honor, where he orders the royal soup. This soup is poisoned by the cook, Eddie and the cashier, all unknown to each other. Just as Lee is about to partake of the soup another extra arrives announcing a new king, which is Eddie. He takes Lee's place and orders punch, which is poisoned by Lee, the cook and the cashier. Before Eddie can drink the punch another extra proclaims another king. This time it turns out to be the cook. While the boys are preparing a poisoned turkey for the cook the chef walks in. A cablegram has arrived, making the cashier queen, and she picks the boss of the cafe for her king. In the kitchen the cook and the boys put a bomb in the turkey and toss it into the cafe. The boss throws it back into the kitchen and the cook and the boys get the full benefit, winding up in the wreckage of the place—three kings in the discard.

"The Honor of Men."

Two-reel Western, with Neal Hart.

TWO men—Dick and Jerry Hatton—struggle in a dark cabin and Dick says: "I reckon you won't bust in on my game to-night!" He leaves Jerry bound in a chair, but Jerry escapes. That night Dick holds up a rancher at his home and in the struggle wounds him.

In the morning the rancher notifies the sheriff and says that in the struggle he recognized the man as Jerry Hatton. Accordingly the posse is sent out. Janice Mercer, the schoolteacher, who lives with the sheriff and his wife, is in love with Jerry. She sets off to warn him and says that they believe he shot the rancher, though she still trusts him. Jerry rides off and the posse goes after him. He reaches the cabin and warns Dick, who is not recognized, to get across the border. Then he rides off and is captured by the posse and taken to jail. That night Janice hears threats to lynch Jerry, and, getting the keys from the sheriff, aids him to escape. His escape is discovered and the posse gives chase. The next morning Dick leaves the cabin, the posse gets on his trail and while Jerry watches from the hilltop he sees them shoot and kill Dick.

The posse returns to the town with the body and Janice thinks it must be Jerry. At this moment Jerry rides into the town and all are astonished. He clears up the mystery by explaining that Dick was his brother whom he had sent for in the hope that he could make him go straight. But as they all knew, he had failed. He relates to them the story of the struggle and how Dick left him bound in the cabin. Janice is delighted at the outcome of affairs and Jerry embraces her as the picture fades.

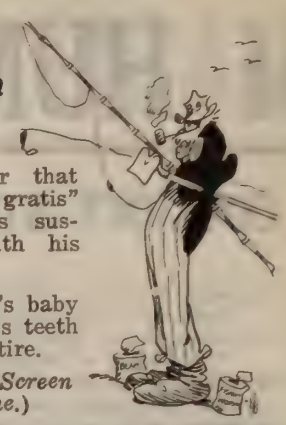
Hearst News, No. 13.

Launch Seaplane from Deck of Battleship. — Remarkable pictures showing, for the first time, how an airplane takes to the air from a platform built above the great 14-inch guns of a super-dreadnought. — *Guantanamo Bay, Cuba.*

Sub-Titles. — Having landed in the water from a previous flight, the seaplane is picked up by a powerful launch and brought back to the mother ship—the U. S. S. Texas. Hauling the seaplane up to the launching platform. Lieutenant Commander E. O. McDonnell and Lieut. W. B. Haviland, the first officers ever to fly an airplane from the deck of an American battleship. Ready for the flight—"Let her go!"

No Embargo Against Teutonic Headgear (omitted from New York City, Cleveland, Cincinnati and Coast). — Steel helmets with and without spikes are becoming more and more popular. Here's a shipment brought over to boost the Victory Loan.—*Washington, D. C.*

Sub-Titles.—The boys from "over there" are familiar with this "made in Germany" product. The Victory Loan goose-step. Frank R. Wilson, publicity director of the Victory Loan and three helmets to be presented to President Wilson, Secretary of the Treasury Glass and William G. McAdoo, former secretary of the treasury.


Abe Martin says:
Th' feller that says "free gratis" allus wears suspenders with his belt.
Lafe Bud's baby is cuttin' his teeth on a Ford tire.
(From the Screen Magazine.)

Preserve Features of Famous American (omitted from Coast).—James Fraser, noted sculptor, at work on a partly completed head and bust of the late Theodore Roosevelt.—*New York City.*

Sub-Titles. — Alexander Pope, famous painter and sculptor, making a preliminary sketch for a statuette of Major General Clarence R. Edwards, commander of the New England Division.

Villages Flooded As River Overflows Banks (omitted from Chicago prints).—Rowboats take the place of "flivvers" when the Desplaines goes on a spring rampage.—*River Forest, Ill.*

Sub-Titles. — Householders flee their watery homes in taxi-boats. "What!" says the cruel boatman. "A cat? Let her swim!"

New York from the Clouds.—Remarkable views of the metropolis made by J. A. Brockhorst, staff camera reporter of the Hearst News, from the machine gunner's cockpit of a naval seaplane. The roar of the motors drowns out the sounds of the great city, but nothing can obstruct the wonderful scenes of clustered skyscrapers laid before the eyes. Swimming over the spider-web steel construction of the great Manhattan bridge. Over New York harbor and the Statue of Liberty. "Ship ahoy!" Where commerce carriers from Shanghai and Liverpool and the Windward Islands and Singapore—from all over the world — unload their variegated freight. The magnificent Soldiers' and Sailors' monument on Riverside Drive overlooking the grandeur of the Hudson. An extraordinary view of Grant's tomb, where the hero of the War Between the States lies at rest in the shadow of the Palisades.

Trailer (for New York City, Buffalo and Philadelphia).—If you want Sunday motion pictures you must say so. The legislature will vote as you demand.

"Indoor Sports" Cartoon by Tad. —"Cheering Up a Sick Friend."

DOROTHY PHILLIPS

in

ALLEN HOLUBAR'S SUPERPRODUCTION

"The HEART of HUMANITY"

THE PICTURE THAT WILL LIVE FOREVER

in Atlanta

The Sunday American says:

"Allen Holubar has won new laurels as a master director of modern pictures in the production of 'The Heart of Humanity'. It is a vivid and vital picture."

The Georgian says:

"Tears were started in the eyes of men and women alike as they witnessed the grim tragedies of war with its trail of disrupted homes, broken hearts and splendid sacrifices as portrayed in 'The Heart of Humanity'."

The Constitution says:

" 'The Heart of Humanity', the great war drama which has been thrilling thousands of people in Atlanta, was presented to the inmates of the Federal prison Sunday afternoon and was given a reception that was equal in warmth and ardor to that awarded the famous picture in Atlanta."

The Journal says:

" 'The Heart of Humanity' seems to be a sort of fixture in Atlanta. Not satisfied with having played two weeks to record business, the picture, on Monday, begins its third week in Atlanta. The film is altogether an achievement of the screen."

A week later, the Journal said:

"Four straight weeks! That is the achievement of 'The Heart of Humanity,' the colossal photoplay which opened at the Tudor, February 17th. When its engagement is concluded it will have been seen here for one hundred and twenty-six performances."

ALLEN HOLUBAR'S SUPERPRODUCTION

THE PICTURE THAT WILL LIVE FOREVER

"The HEART of HUMANITY"

in Kansas City

The Journal says:

"'The Heart of Humanity,' which is being shown at the Shubert this week, stands head and shoulders above the other offerings of the year. The audience will gasp at the magnitude, be thrilled by the patriotism, smile at the humor, stifle a sob at the pathos and actually weep at a mother's devotion and a son's sacrifice. Their sorrows are the world's, for Allen Holubar has made his characters do the real and human things."

"The photography is remarkable, and many of the battle scenes are astonishing in their spectacular effects. The story makes 'The Heart of Humanity' more than a war play. The theme is based on real, heart-felt emotion; the medium of war is employed only to make it a timely one. This picture should be a lasting one, for it is a true standard in American photoplay production."

The Post says:

"It's a big spectacle which Allen Holubar has given us in 'The Heart of Humanity.' His manipulation of his hordes of people and his handling of the gigantic scenes is masterly; a big theme is not missed. Bursting shells and booming guns, squadrons of airplanes, charges through the wire over No-Man's Land, hand-to-hand encounters in water-filled trenches, bombing from the air—all go to make these scenes the most impressive that have come to us out of the war. As a spectacle, 'The Heart of Humanity' is a triumph for Mr. Holubar."

"The cast is well chosen. Miss Phillips is very good as the little Canadian girl, Nanette. When, barricaded against the brutal German officer, her reason snaps and she fondles the little doll in her mania, Miss Phillips rises to real heights."

ALLEN HOLUBAR'S SUPERPRODUCTION

THE PICTURE THAT WILL LIVE FOREVER

"The HEART of HUMANITY"

in Canada

The Vancouver Daily Sun says:

"To discriminating photoplay patrons, 'The Heart of Humanity' will rank as the third of a triumvirate of great pictures produced since the inception of the film industry. Love forms the central theme of 'The Heart of Humanity,' and, as the title implies, it is the story of all the living, breathing world."

The Hamilton Spectator says:

"At last! An all-Canadian picture in which the good old Union Jack flutters on the breeze at the head of Canadian troops as they march to battle from this fair Dominion. The photoplay has been beautifully conceived and most artistically arranged and compares with anything of its kind ever seen."

The Hamilton Herald says:

"A dramatic story that runs true to life, is poignantly sad and gripping throughout, 'The Heart of Humanity' made a deep impression. For two and a half hours the attention of the audience was sustained by one of the strongest yet subtlest dramas ever staged on the screen."

The Hamilton Daily Times says:

"Those citizens who were fortunate enough to be the guests of the management of the Savoy Theatre yesterday afternoon saw in 'The Heart of Humanity' the most impressive and truthful depiction of the great conflict that filmdom has yet given. There never has been such a war picture as 'The Heart of Humanity'."

ALLEN HOLUBAR'S SUPERPRODUCTION

THE PICTURE THAT WILL LIVE FOREVER

"The HEART of HUMANITY"

Elsewhere

Madison, Wis.

"Just finished seven day run of 'The Heart of Humanity.' This masterpiece proved to be the biggest box office attraction of the year. My patrons told me they liked it better than 'Birth of a Nation' or 'Hearts of the World.' Allen Holubar has none to fear when it comes to directing big productions. This photoplay ranks Miss Dorothy Phillips as one of the country's big screen stars."

HUGH FLANNERY, Mgr.,
Fuller Opera House.

Phoenix, Arizona

" 'Heart of Humanity' opened five day's stay at our New Strand Theatre tonight to magnificent business. Our patrons concur in opinion it is the peer of anything ever done for the screen. The exhibitor who plays it owes to you and Holubar a debt of gratitude, for it is the kind that makes possible bigger and better picture patronage."

RICHARDS & NACE.

Racine, Wis.

" 'Heart of Humanity' going over here like wildfire. We showed to over forty-five hundred people on opening day. We have been standing off matinee and evening both the greatest and biggest capacity business I have ever done. It's the talk of whole town, and, remember, I am playing against big card on my opposition, still we are getting all the bacon. My patrons say it's the best picture they have ever seen. Thanks for your co-operation."

TOM NORMAN.

ALLEN HOLUBAR'S SUPERPRODUCTION

THE PICTURE THAT WILL LIVE FOREVER

"The HEART of HUMANITY"

MILDRED HARRIS in

Look at the figure of the "Fighting Parson" below and you'll see why Lois Weber's first great Western production would be a success even if Mildred Harris were not its Star. Its story, carried out to a great extent by William Stowell, is one of the most dramatic ever seen on the screen—for the "Parson" below is not a Parson, but an outlaw masquerading in another man's clothes.

Make this Picture the keystone of Your Mrs. Charlie Chaplin Week

"WHEN A GIRL LOVES"

LOIS WEBER'S
First Great Western Production

UNPARALLELED

for its Powerful Story—Realistic Atmosphere—and Fidelity in Detail. Staged as only the Belasco of the Screen can stage a picture. See it without fail at your nearest Jewel Exchange—now—today.

JEWEL Productions INC
1600 Broadway New York City

JEWEL PRODUCTIONS INC.

that will never grow old!

DOROTHY PHILLIPS

in

"PAY ME"

A Cyclonic Western Drama

CARMEL MYERS

in

"SIRENS of the SEA"

A Dream of Fair Women

ELAINE HAMMERSTEIN

in

"The Co-respondent"

Love in the Newspaper Business

HERBERT RAWLINSON

in

"COME THROUGH"

The Screen's Greatest Crook Drama

Priscilla Dean

"she purr —she claw —she scratch—but Mon Dieu, how she love!"

OUT in Oklahoma, where everybody owns an oil-well, J. W. Cotter of the Picher Theatre says:

"You have certainly brought in a 'gusher' in the person of Miss Priscilla Dean, who starred in 'THE WILDCAT OF PARIS.' She is undoubtedly one of the chosen few who will make her mark in Picturedom, as she is beautiful and beyond a doubt as versatile as any actress it has been my fortune to see. Let's all get behind the wheel and push, as we can always use a comer of this calibre."

You must have played "THE WILDCAT OF PARIS" by this time—but if you haven't you're in for a wonderful surprise. See it today. Your nearest Universal Exchange.

UNIVERSAL SPECIAL ATTRACTION

"The WILDCAT of PARIS"

When "The Birth of a Nation" was first shown in the city of Atlanta, Georgia, the Griffith Masterpiece played three weeks straight, with two performances a day---***but***---

"The HEART OF HUMANITY"

Allen Holubar's
Super-production
The Picture that will
Live Forever

featuring

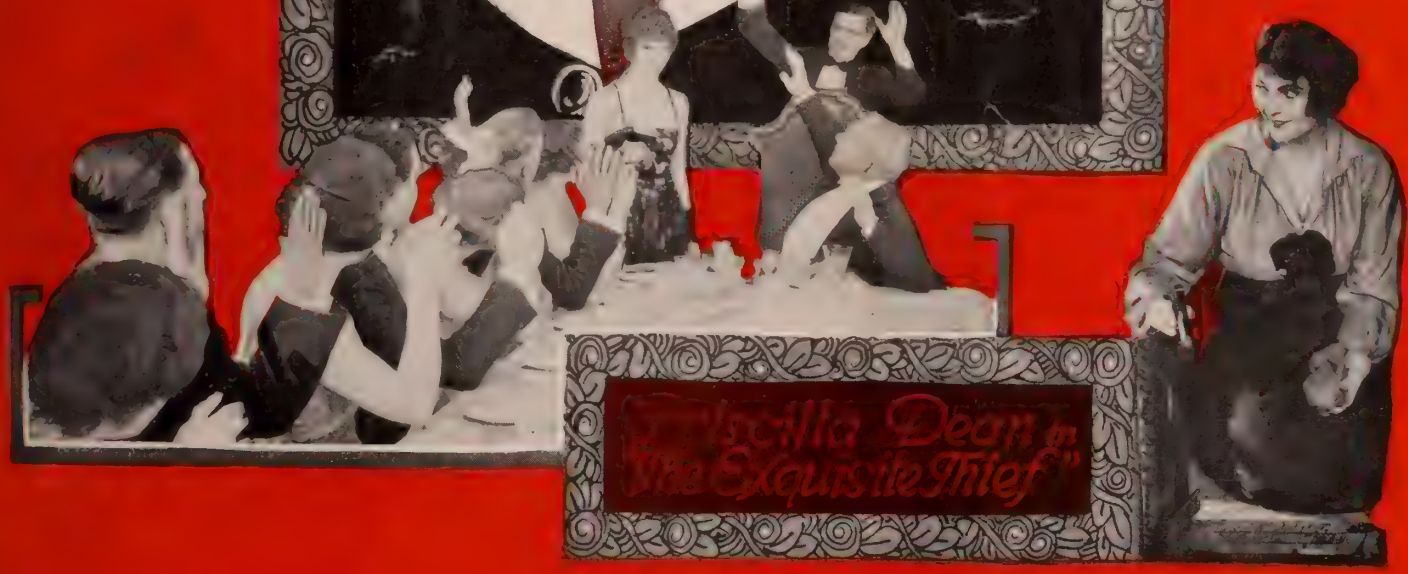
Dorothy Phillips

has run in the ***same*** city for ***four*** weeks straight with ***six*** performances a day, or ***four times the business*** of the picture generally accepted as the standard.

Released thru **JEWEL** Productions (INC.) 1600 Broadway

VOL.8 NO.9 APRIL 19TH 1919

THE MOVING PICTURE WEEKLY



"What am I bid?"

A UNIVERSAL Special Attraction

HARRISON, in Motion Picture News, says: "One thing that can be said about this picture is that it does hold the interest alive all the way through. To many a pleasure-seeker, this feature alone is considered worth the time and money spent; and when the fact is taken into consideration that the picture has been photographed way up in some beautiful mountains, among enchanting natural scenery, it should be taken for granted that it will satisfy a great number of picture-goers."

AND Mae Murray, the unique, was never more bewitching than in this appealing story of the little mountain girl who was nearly sold into slavery. Go see this Universal Special Attraction at your nearest Universal Exchange, and you'll realize the wide difference between the ordinary "manufactured" article and a real story, artistically directed and superbly staged amid natural scenery.

Mae Murray

SIXTY SEVEN

BLUEBIRD PRODUCTIONS

All Winners!

Offered in a Big Proposition on the next 3 Pages

Better Than A Gold Mine

Read what this Special BLUEBIRD DEAL means to You -Your House and your patrons

SIXTY-SEVEN picked BLUEBIRD productions. Sixty-seven proven winners, offered to you on a group booking plan, on the basis of the larger number you book the less cost to you per picture. Now get this big idea!

What would you say if Producers of features made 100 NEW PICTURES—then selected sixty-seven out of the lot and released them? What would you say if they made over 150 new pictures and then selected the sixty-seven winners and gave them to you at a fraction of the present cost of first runs?

That would be pretty soft picking, wouldn't it? Yet that's precisely what BLUEBIRD has done in this special deal for you.

BLUEBIRD has taken its entire list of pictures—picked the sixty-seven best, and now offers these to you on a group plan that enables you to get sixty-seven superfine PROVEN WINNERS at a sliding scale of prices according to the number you book, enables you to show these productions (every one as good as new) to your patrons and make a genuine CLEAN UP this season.

REMEMBER—Only the winners that have already proven genuine box office attractions in hundreds of houses, are the pictures you get. You are INSURED from the very start of nothing but the cream of the cream and now—

LOOK AT THE LIST OF STARS ON THE OPPOSITE PAGE. YOU GET THEM ALL

STARS

Here are Stars that are appearing in big productions today, giving you the tremendous advertising benefit of the nation-wide publicity that ordinarily cost hundreds of thousands of dollars.

We refer directly and particularly to Dorothy Phillips, now playing to capacity in all first run houses in "THE HEART OF HUMANITY."

STARS

—that were you to book in first run productions today you could not secure for less than a good many times the cost of the pictures offered in this special deal plan. Here are players that millions have learned to love—that millions know of and are eager to see in all their pictures. Here are—

STARS

—that have brought home loads of profits to hundreds and hundreds of exhibitors, large and small alike, Stars that have been appearing for years in winning pictures. Big names to conjur with. Lois Weber—Dorothy Phillips—Carmel Myers—Mae Murray—Rupert Julian and all the others.

DOROTHY PHILLIPS

RUPERT JULIAN

CARMEL MYERS

EDITH ROBERTS

LOIS WEBER

RUTH CLIFFORD

MAE MURRAY

FRITZI BRUNETTE

FRANKLYN FARNUM

FRANK KEENAN

PRISCILLA DEAN

HERBERT RAWLINSON

MARIE WALCAMP

JUANITA HANSEN

VIOLET MERSEREAU

GRACE CUNARD

LOUISE LOVELY

ZOE RAE

MONROE SALISBURY

ELLA HALL

STARS

—that are just as immensely popular today as they were when these pictures were first released. AND THAT'S WHAT DRAWS YOUR PEOPLE. Your audiences don't care when these pictures were released. All they ask for is good pictures, and these are the richest cream of the cream.

STARS

—that you can advertise in one great big mighty popular series. Stars that you can flash on your screen with tremendous effect in view of the big list you will have. Stars on which you can print special ad matter in the way of COMING ANNOUNCEMENTS to electrify your patrons with anticipation.

STARS

—that will hit everybody in your territory. Some may like one group, others will be wild about another group, so with this tremendous list you will hit everybody in your section. REMEMBER THAT POINT, TOO. THINK of the possibilities of this special deal in profits to you, and the more you think the bigger the deal grows in importance to you. IT'S A WHOLE SEASON'S WINNER!!! Wire your Bluebird Exchange and DO IT NOW.

Just look at this list of Productions

Famous Stories--Novels--Books--Fiction--by famous Authors and Writers and featured STARS

Dorothy Phillips in

"The Grand Passion"
"Broadway Love"

Priscilla Dean in

"She Hired a Husband"
"The Brazen Beauty"
"Which Woman"

Carmel Myers in

"The Little White Savage"
"Who Will Marry Me?"
"All night"
"A Society Sensation"
"The Dream Lady"
"The City of Tears"
"Broadway Scandal"
"The Marriage Lie"
"The Wine Girl"
"The Girl in the Dark"
"The Wife He Bought"
"My Unmarried Wife"
"The Lash of Power"

Juanita Hansen in

"The Sea Flower"

Marie Walcamp in

"Tongues of Flame"

Frank Keenan in

"The Long Chance"

Lois Weber in

"Scandal Mongers"

Franklyn Farnum in

"The Empty Cab"
"Fast Company"
"The Fighting Grin"
"$5000 Reward"
"The Scarlet Car"
"The Winged Mystery"
"Anything Once"
"A Stormy Knight"

Ella Hall in

"A Mother's Secret"
"My Little Boy"
"The Spotted Lily"

Francis Ford in

"The Craving"

Rupert Julian in

"Mysterious Mr. Tiller"
"Mother O' Mine"

Zoe Rae in

"Danger Within"

Louise Lovely in

"A Rich Man's Darling"

Mae Murray in

"Face Value"
"Princess Virtue"

Fritzi Brunette in

"The Sealed Envelope"
"The Velvet Hand"

Herbert Rawlinson in

"Brace Up"
"The Man Trap"
"Flirting With Death"

Edith Roberts in

"A Taste of Life"
"Set Free"
"Love Swindle"
"The Deciding Kiss"

Monroe Salisbury in

"The Millionaire Pirate"
"Hugon the Mighty"
"That Devil Bateese"
"Winner Takes All"
"The Eagle"
"The Savage"
"The Desire of the Moth"
"The Guilt of Silence"
"The Red Red Heart"
"Hungry Eyes"
"Hands Down"

Ruth Clifford in

"The Game's Up"
"The Cabaret Girl"
"Fires of Youth"
"The Lure of Luxury"
"Midnight Madness"

Violet Mesereau in

"Together"
"Morgan's Raiders"

The larger the number You book the less Cost per picture to You

The productions offered you have been filtered thru the silk screen of over a full years time.

They have been picked, re-picked and again re-picked, so all you get now is the rich thick cream of these proven winners. And there are productions on this list which, if released now would cost you up to $75.00 per day rental, yet by the special plan of THE LARGER THE NUMBER YOU BOOK THE LESS THE COST PER PICTURE TO YOU enables you to make the biggest killing in profits you ever made in your moving picture career.

Just look at the Stars that you get. And look at the productions. Perhaps you'll remember

many that you couldn't afford to book as first run releases, yet these are just as good as brand new productions released today if your patrons haven't seen them yet. THAT'S THE BIG IDEA FOR YOU TO REMEMBER. Your patrons don't care when a picture was released. They want entertainment, and this list enables you to give them a WHOLE SEASON of superfine entertainment, at your regular prices and YOU CLEAN UP as a result.

Your nearest Bluebird Exchange will give you full and complete particulars. WIRE TODAY

THE LIST YOU WANT. ASK FOR RESERVATION OF THAT LIST OF PICTURES FOR YOUR HOUSE. Your Bluebird Exchange will wire you the price of the group you select. DON'T DELAY. Some one in your territory is going to grab this special deal. YOU BE FIRST. ACT NOW!!

BLUEBIRD PHOTOPLAY, Inc.
1600 BROADWAY, NEW YORK

UNIVERSAL ANNOUNCES

A Brand New Series of Eight

EDDIE POLO

TWO REEL MASTER PICTURES

The Famous "CYCLONE SMITH" Stories

The mere announcement of the great POLO, tremendous Box Office Star of "THE LURE OF THE CIRCUS," in these big special 2 reel Western pictures, will be met with applause at the hands of thousands of Exhibitors, the world over. This series of 8 pictures will be SPECIAL—Special in story, direction, power, and will contain as much "meat" for fans as any five-reel feature, while the name and fame of POLO will draw capacity on every picture. Get your signed contract for this series in by wire, if necessary, to secure your territory. Now booking thru all Universal Exchanges.

CENTURY COMEDIES

Present a wild animal Comedy thriller

HERE'S something a little bit newer and with more pep and action. A wild animal comedy thriller—"LOONEY LIONS AND MONKEY BUSINESS."

Several huge lions do a "bit" in this comedy that borders on the highly sensational. Special posters to help you put it over. (The drawing shows an actual scene filmed at the risk of the "culled gen'man" on the elongated barber's chair.)

Booking Now Thru All Universal Exchanges

Hadn't Given Bluebirds a Chance

And all of a sudden Joe Yeager woke up to a realization of the fact that all you have to say is "Bluebird" to any community and you are sure of a crowd.

HE HAD USED BLUEBIRDS AS FILLERS; THEY WERE HIS ONE BEST BET.

JOE YEAGER, manager of the Rex and Isis theatres of Trinidad, Colo., had a surprise last week, and he was candid enough to write it to Armstrong of Denver Exchange. One day when Yeager returned from Raton, where he owns and runs the Rex theatre, he—but let him tell it as he told it to Mr. Armstrong. Here's his letter:

Trinidad, Colo., Mar. 28th, 1919.

Friend Armstrong—A funny thing happened last week on my trip to Raton. You know, we have been running Bluebirds there for over two years now, every week. Well, upon my arrival at the office the 'phone rang. A lady wanted to know the program for that night. I couldn't recall the title nor the star, having so many features in mind for all houses. However, I did know it was a Bluebird, having glanced at the posters as I entered. Here's the conversation:

"Hello! What have you on the program to-night?"

"Well, truly, I don't know the name of the play to-night. I just this minute arrived from Trinidad."

"Do you know who is playing—the star?"

"Honestly, I don't know that either—but I do know it's a Bluebird."

"Oh, that's fine! We'll all be down to-night. Thanks."

Now, this isn't "bull," old top. And it nearly knocked me off my feet, for we haven't concentrated any advertising on Bluebirds for a year or more and I had almost forgotten them. However, I did put them over big the first six months, but that was a long time ago. Yours,

JOE YEAGER.

P. S.—I haven't given Bluebirds a chance of late; have been concentrating on the big stuff and regarded them as only "fillers" myself. Some of us are sure poor boobs, ain't we, Armstrong? Give my regards to old man Laemmle. J. Y.

The lobby display which W. B. Armstrong of The Strand Theatre, Portland, Ore., used when he ran "The Sealed-Envelope" the week of March 9-15. He used Universal Current Events as a filler, with vaudeville.

"SCREEN OPINION'S" OPINION OF

"THE GAME'S UP," FEATURING RUTH CLIFFORD.

Our Opinion:—Refreshing, amusing and wholesome, this production belongs to that rare class of pictures that will appeal generally. It tells in a decidedly entertaining fashion the story of a young girl who made her friends in the country believe she had attained success in the city and then has the whole of them flung on her hands. Of course, she had to make good. And she did. Ruth Clifford is mighty pleasing as the young girl. Al Ray as the man who helped her out is well cast, and Margaret Cullington is mighty good as a "nosey" small-town woman.

Clay Watson, a newcomer to the directorial staff on the L-Ko lot, was formerly director at the Keystone plant. He is now working on a picture that will feature some of the following players: Phil Dunham, Hughie Mack, Eva Novak, Charles Dorety and Merta Sterling.

"SHE HIRED A HUSBAND," FEATURING PRISCILLA DEAN.

Our Opinion:—This five-reel comedy-drama managed to hold the attention of a large audience at a loop theatre in Chicago. Now, they watched interestedly and frequently a chuckle would escape from some one, and all around the comments were favorable. And, judging from this audience, the picture will go over with the majority of patrons. There have been many stories of a like nature, but they have never had a Priscilla Dean in them, which makes all the difference in the world. Some director has developed star material in this young lady that is bound to bring her name to dizzy heights before long, providing she is well cast. The story is well constructed and convincingly worked out. The cast is good and the photography fine.

Director Noel Smith has named his latest release for the L-Ko Komedy Kompany "Watchful Fido," and we hear it is a "doggone" good picture.

THE MOVING PICTURE WEEKLY

A MAGAZINE FOR MOTION PICTURE EXHIBITORS

Published Weekly by the MOVING PICTURE WEEKLY PUB. CO.
1600 BROADWAY, NEW YORK CITY

PAUL GULICK, *Editor* JOE BRANDT, *Bus. Mgr*

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Vol. 8. APRIL 19, 1919 No. 9

"They Shall Not Pass" Now as Then

WITH reformers, job-hungry politicians and other gentlemen with itchy palms using the moving picture industry as a target, it is up to every man who gets his bread and butter out of this business to double up his fists and hit back!

It is a lucky thing for the whole industry that a man so full of pep and organizing ability as Mr. Gabriel L. Hess consented to accept the chairmanship of the Censorship Committee of the National Association of the Motion Picture Industry.

Under the leadership of Mr. Hess the fight we have put up against the foes of this business has not been the half-hearted, hit-or-miss fight of old, but a co-ordinated, straight-from-the-shoulder fight based on principle and nothing else.

It's a great thing to stand on principle, but not with one's foot! The only way to take a real stand against the censorship and Sunday closing hordes is to plant yourself firmly on a two-legged basis, roll up your sleeves, double up your fists and say "THEY SHALL NOT PASS!"

You have at your disposal the means of making yourself one of the most important individuals in your community. You've got a weapon which, INTELLIGENTLY used, will enable you to further your civic interests. The finest advertising medium in the world is located right in your theatre.

Listen to this:

If a publicity-seeking reformer starts to agitate the Sunday closing question, use your screen to show why the working man is entitled to spend Sunday his way as is the moneyed man to spend it his way.

If the censorship problem shows its ugly head in your state, clout it by using your screen to educate your people to a realization of the fact that the censorship advocates think the common people unable and unfit to think for themselves. The films produced by reputable manufacturers today are such as to fill the entire industry with pride.

If every exhibitor in the country were to make intelligent use of his screen, and at the same time give his patrons the highest class product the market affords, the majority of the evils now besetting the industry would be wiped out. If you don't know how, Hess will teach you how.

These are the things you MUST do if the moving picture industry is to prosper. First, book the RIGHT pictures. Second—

FIGHT BACK!

From Montgomery (Ala.) Advertiser, January 2, 1919.

WHY Federal censorship, anyway? We have no official Federal board to sit in judgment upon American literature or American newspapers. We have no Federal juries to require orators to rehearse before them ere they may deliver their orations to a breathless public. But we do have adequate laws protecting the public against indecent literature, indecent newspapers and indecent speakers. If persons violate these laws they can be punished after the act. We should have laws to protect society against indecent films. We have such laws already. We don't need any more Federal guardians.

From New York Evening Mail, October 15, 1915.

There is no more need of censorship for motion pictures than there is for censorship of newspapers, for certainly it cannot be claimed that the sensational newspaper is less potent in its influence than film drama.

From Times, Elizabeth, N. J., December 11, 1915.

Moving pictures are not only educational, but are unobjectionable to at least 90 per cent of the population and the authorities would make no mistake in observing this point.

From Gazette, St. Joseph, Mo.,

The censor rejects merely because he personally does not approve of the picture. He approves for the same reason.

The pulpit was almost unanimous in commending the film pictures of John Barleycorn, yet it contained more drinking scenes than any other photoplay.

Local or national censorship fails. At present no two people will agree.

From Boston Transcript, November 18, 1915.

The unfortunate results of municipal censorship of motion pictures are making themselves felt in Boston and should serve as a warning to others.

COMING!

The CHAMPION
of All Serial Attractions
The world famous

JAMES J. CORBETT

in the tremendous
UNIVERSAL
Serial Sensation
"The MIDNIGHT MAN"

WIRE your nearest Universal Exchange to hold a Booking for your House—Take our tip and do it **NOW**

It's So Old It's New

No. 233 Straight from the Shoulder Talk By Carl Laemmle, President, Universal Film Manufacturing Company.

Every now and then some bright new light of the picture industry startles us all by announcing a brand new stunt, some long felt want, something that will serve as a panacea for all the ills the exhibitor is heir to.

No matter how hoary its hair, no matter how long its whiskers may be, the idea is always "brand new." The trade papers give it gobs of publicity just as seriously as they accept the advertising of the bright new Chris Columbus who discovers a new principle of booking fillums.

Well, the very newest old thing or the very oldest new thing that is now occupying the spotlight is the program. Yes, the much abused program containing features, topical pictures (alias news reels), serials

and comedies. In other words, your whole show all ready made up and ready to run.

It's so old it's new.

And it's a good thing, provided you get it from a company which is producing goods of uniform quality. You can get this new old thing from the Universal in much better shape than you can get it anywhere else, for it is the talk of the trade that *"the Universal has shown greater improvement in quality than any other concern."*

The Universal has had more experience in the proper balancing of such a program of variety than anybody else has had. It's no small job. It requires a great big, effective, clever organization--and the Universal has just that. And when the job is done, you get the benefit of the keenest brains in the business.

Book everything you need from the Universal and you solve your biggest problem in the simplest manner, to say nothing of the express charges you save and the many annoying details you sidestep.

If our Universal Special Attractions and Jewels are making money for you, *why not use all the rest of our product*--our serials, our three weekly news reels, our comedies and our novelties?

You've tried shopping around and you've found it doesn't yield a profit. Just for the fun of it, why not begin to make some money *for yourself. Use the whole Universal output,* or as much of it as you can get, and find out how it feels to have some money left over after paying for your show.

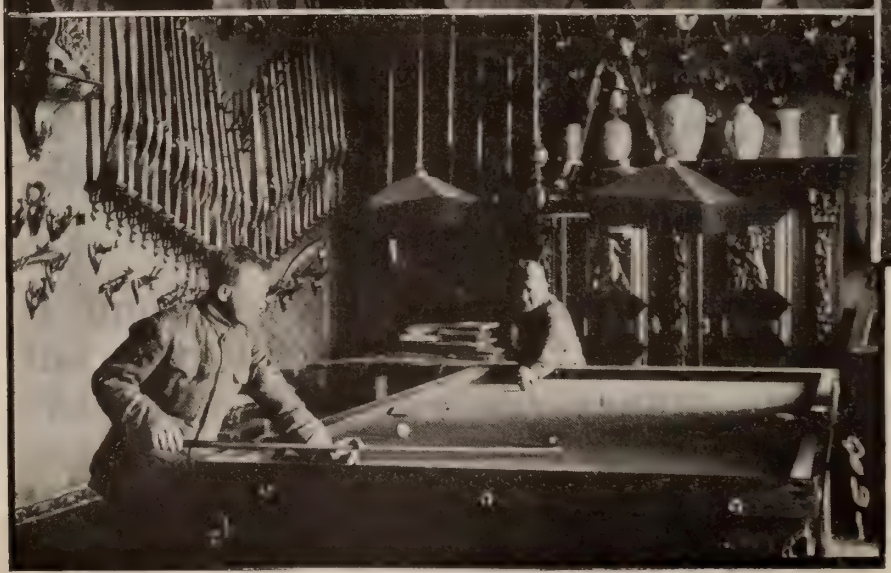
The World o

NEWS SHOTS FRO
EVENTS, No. 15; HE
INTERNATIONAL

On Left—King Albert and Queen Elizabeth of Belgium accompanied by General Pershing arrive at the reviewing stand in Chaumont, France, for official review.—*Universal Current Events.*

Below—Sir Thomas Lipton and his doughboy friends arrive on the Aquitania. The Irish yachtsman is preparing for his customary challenge for the America's cup. —*Hearst News.*

Above—Yankee sentry in Molsberg castle, furtherst point to which the American army has penetrated.—*Hearst News.*



On Left—Doughboys playing billiards in the ancestral hall of Count von Wandersee, Castle Molsberg. The former kaiser was a frequent visitor to this ancient fortress.—*Hearst News*

the Screen

IVERSAL CURRENT NEWS, No. 15, AND , No. 15.

n Right—Jap brides arrive in 'Frisco to meet their prospective Japanese husbands who selected them from their photographs. No wonder the brides have an anxious look.—*Universal Current Events.*

n Right—The band of the old Sixty-ninth, now the 165th U. S. Infantry, has a distinctive Hibernian seal which every Irishman will recognize. This band is playing its last march for the famous regiment in the Rhine land.—*International News.*

elow—The Rainbow Division, to which the old Sixty-ninth is attached, lined up for its final review before General Pershing prior to its return to the United States to be mustered out.—*International News.*

just read the words of the tremendous succes

"The Lure of th

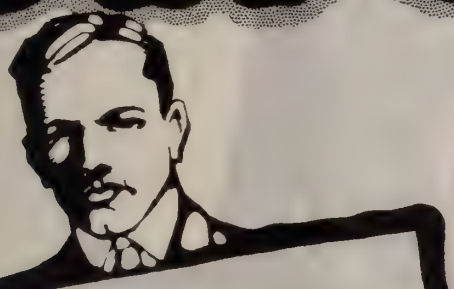
MR. T. P. ALLISON of the Laughlin Theatre, Long Beach, Cal., says: "'THE LURE OF THE CIRCUS' increased our receipts 75 per cent. All my patrons, especially the kids, are crazy over this serial. Exhibitors would get rich soon if every serial produced was as good as this one."

DE WITT C. WEBBER of the Webber's Show, Denver, Colorado, says: "We started Eddie Polo in 'THE LURE OF THE CIRCUS' at the Webber yesterday. 'IT WAS THE BIGGEST WEDNESDAY IN THE HISTORY OF THE HOUSE.' This followed a serial completed the week before, so it's some testimonial of the magnificent possibilities of your amazing serial."

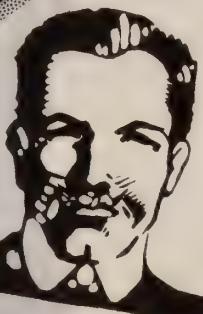
WHAT MORE COULD

Watch for more like this—in the meantim

these Exhibitors on
f Eddie Polo in
Circus"



B. DATTOLA of the Strand Theatre, New Kensington, Pa., says: "At 12:15 I. open the house for 'THE LURE OF THE CIRCUS.' At 12:35 the house is packed. At 1:30 the crowd waiting gets so big I have to have men detailed to hold them in line. Exhibitors who don't book 'The Lure of the Circus' are simply turning away wads of cash. I wish it were one hundred episodes. Every kid in town has nothing on his lips but Eddie Polo."



MR. A. W. PETIT, manager of the Elco Theatre, Charleston, S. C., says: "We showed the first episode of 'THE LURE OF THE CIRCUS' today, and the crowds broke all house records. Positively could not accommodate them all. 'The Lure of the Circus' is the biggest money-getter we've ever run. Every house in the United States ought to play this winner, first run houses and all. Give us a dozen more serials like this and take my booking for each right now in advance.

ANYONE SAY ? ? ?

o see it at your nearest Universal Exchange

LYONS - MORAN COMEDIES

THE CLASS OF THE COMEDY FIELD BY MILES.

Keeping up a higher and finer standard of refined pictures than any brand of comedies on the market.

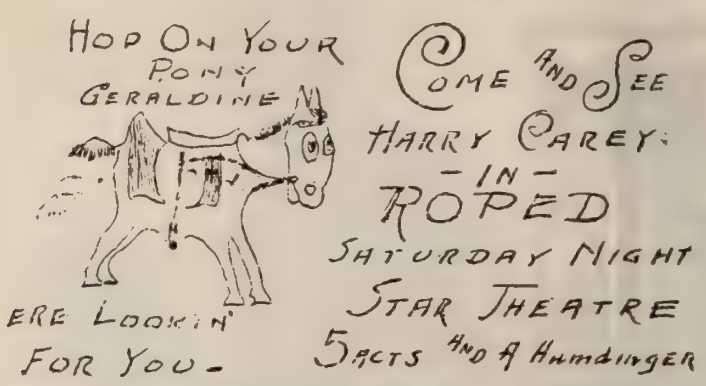
Book them as fast as they are released.

BOOK THRU ANY UNIVERSAL EXCHANGE.

How would you like to arrange a

series of splendid little travel pictures each week for your patrons? How would you like to be able to advertise the fact that at your House the public can see strange sights from all corners of the world, fascinating scenes from far off lands, all the latest things in art, science, invention, trick photography, dancing, fashions, with a constant succession of new, bright novelties in films? Go see the latest releases of the NEW SCREEN MAGAZINE, and you'll get an idea of what we describe. Your exchange will be glad to project as many of these SCREEN MAGAZINE releases as they have on hand for you, and you'll get some new ideas on how to keep your crowds coming regularly every week.

Booking Bigger every day thru all Universal Exchanges


HOP ON YOUR PONY GERALDINE
ERE LOOKIN' FOR YOU -
COME AND SEE HARRY CAREY - IN - ROPED
SATURDAY NIGHT
STAR THEATRE
5 ACTS AND A HUMDINGER

Unique postcard used by the management of the Star Theatre, of Chilhowee, Mo. ..Chilhowee has no newspaper and no way to advertise except by mail.

EXTEND TOUR of Harry Carey

Call of the Exhibitors East of Chicago so insistent that exchange managers petition Carey to come to Detroit and Cleveland.

Southern and Western dates and his return to the studio are therefore postponed.

SO popular is Harry Carey in Detroit and Cleveland, and so anxious to see him did the people of these two cities become when they heard that he was appearing at Indianapolis and Chicago in person, that at the request of the Universal exchanges the Western actor extended his personal appearance tour to include the Michigan and Ohio cities.

Carey was forced to set back dates for his appearance in St. Louis, Oklahoma City and Salt Lake City in order to accommodate the Detroit and Cleveland fans and exhibitors, and due to the extension of his tour the production of his next feature will also be postponed another week.

At Detroit, Carey appeared at the Strand, National, Grand Circus Garden, De Luxe and other theatres, and was guest of honor at a banquet given by the Kiwanis Club at the Kiwanis Club at the Hotel Statler and another given by Manager Ward of the Universal exchange. From Detroit, Carey went direct to Cleveland, where he was given a rousing reception. In Cleveland the Western star appeared at the Sun, Main, Yale, the U. S. and other theatres, and was guest of honor at a banquet given by Manager E. J. Smith, of the Universal exchange, and attended by a number of prominent theatrical folk appearing at local theatres. After three days in Cleveland, Mr. Carey started on his way to Universal City.

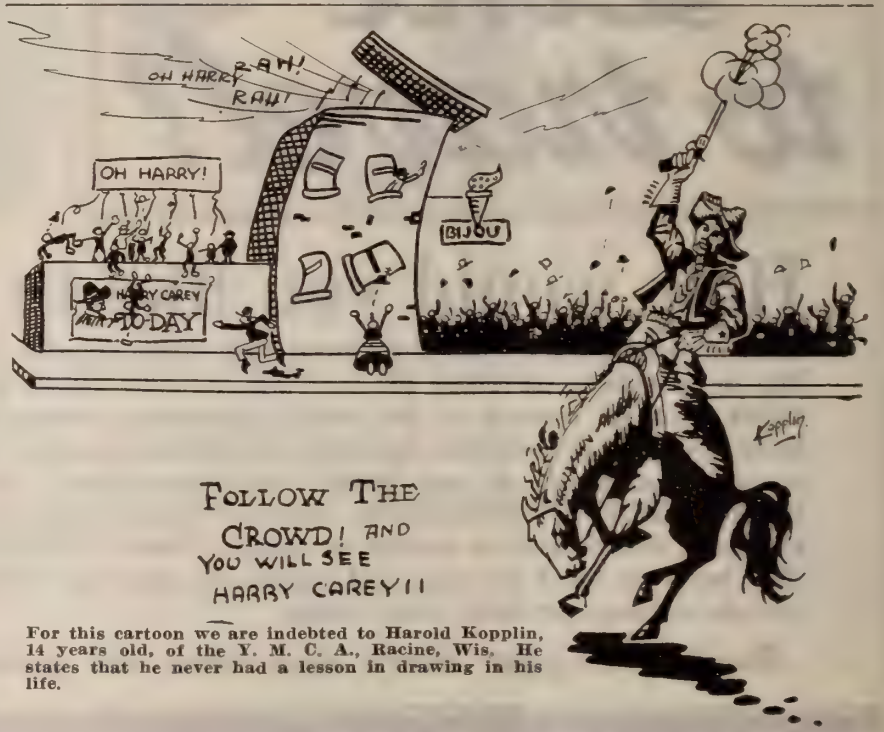
Immediately upon his arrival at the Pacific Coast producing center he will begin work on a new story adapted from a magazine story by Jackson Gregory, entitled "A Man of Peace," and now being put into scenario form by H. Tipton Peck. Mr. Peck provided Mr. Carey with his last vehicle, "The Outcast of Poker Flat," making the screen adaptation from several Bret Harte stories. Mr. Carey will find on his return to Universal City, nine former members of his company, recently mustered out of the army, two of them with war decorations, awaiting him. The men have been gone over two years, and it is expected that all of them will be added to the Carey company's roster as soon as the star returns.

POPULARITY INCREASED 100 PER CENT.

Mr. Carl Laemmle:—

Wish to extend our very hearty thanks and sincere appreciation to you for sending Harry Carey to us. His personal appearance at Strand Theatre yesterday broke all house records by very big margin and against the worst weather conditions and strongest opposition possible. No question in our minds but that Mr. Carey's appearance has increased his popularity 100 per cent and his future releases will be doubly welcome and looked forward to by our patrons. Very best wishes,

STRAND THEATRE,
W. B. Armstrong, Manager.



For this cartoon we are indebted to Harold Kopplin, 14 years old, of the Y. M. C. A., Racine, Wis. He states that he never had a lesson in drawing in his life.

Now Leading the List of Western Stars

HARRY CAREY

the inimitable, in his great Play:

"A FIGHT FOR LOVE"

with a brilliant supporting Cast
including delightful NEVA GERBER

It's a Universal Special Attraction

Book thru any UNIVERSAL Exchange.

Two Dazzling Boxoffice

HERE'S one unfailing rule for picking a money-getter. Book the picture that has imitators!

Already Priscilla Dean in "THE WILDCAT OF PARIS" has her imitators. Think of it! Only six months a national star and the copy-cats are already on her trail.

But they won't go far. In the first place, they can't imitate Priscilla Dean, because she's inimitable and, in the second place, there isn't the same money in an also-ran for either you or the producer.

Book and show "THE WILDCAT OF PARIS" without delay. It's something different—something new.

PRISCILLA

"The Wildcat of Paris"

UNIVERSAL

Wonder of the Year

"VARIETY" says: "Priscilla Dean makes two splendid showings in 'THE SILK-LINED BURGLAR.' In the restaurant scene she flashes a velvet, jet-trimmed evening gown and a large hat crowned with ostrich feathers which are far less consicuous than the beautiful figure they adorn."

"EXHIBITOR'S TRADE REVIEW" says: "It is exceptionally good entertainment, full of suspense and thrillingly melodramatic. Patrons will find here a feature quite a bit better than the average of its kind. Splendid treatment of the story by the scenarioist—an imaginative director—and an able cast."

"WID" says: "It is a first rate idea from a melodramatic viewpoint in that it is novel and brings a genuine surprise at the close."

DEAN in "A Silk-lined Burglar"

SPECIAL ATTRACTIONS

Publicity for "The Fire Flingers"

ABOUT THE STAR.

There is no more romantic figure in the world of motion pictures than Rupert Julian, director and star, whose latest Universal picture, "The Fire Flingers," will be seen at the ..... Theatre next ..... There is no one who has a wider background of experience on which to draw for the fund of knowledge that is essential in making a photodrama true to life.

Julian was born in Auckland, New Zealand! Could any more out-of-the-way place he imagined? And his boyhood ambition was to be a priest. He entered a school of the Maris Brothers and was well on the way to the achievement of his aims when he suddenly decided that he didn't want to enter the church, after all.

He ran away, shipped as a common sailor, worked his way in a hundred strange jobs in as many strange cities. Of this period in his life he is wont to say that in all his travels two books went with him—the Bible and David Copperfield. He was still in his 'teens when he entered one of the famous English universities.

But again the lure of the open road was more than he could withstand. There ensued another period of wandering, in which he finally drifted into his true vocation—acting.

His first part was with a traveling company in England. Here at last was a profession that had the tinge of romance, of constant change, of diversified life that appealed to him.

For nearly eighteen years Rupert Julian trod the British boards. At 35 he was already well known in pictures with Lois Weber. His fame in "A Fool There Was," "Everywoman," opposite Elsie Jane Wilson (now Mrs. Rupert Julian), and as Marc Antony in "Julius Caesar" with Tyrone Power, followed him into the studio.

He played the featured role in and produced "The Bugler of Algiers" ("We Are French"); was Lois Weber's leading man in "My Brother's Keeper," played the grandfather in "Jewel" with Ella Hall, the fisherman in "The Dumb Girl of Portici" with Pavlowa, and starred in and produced "The Kaiser, the Beast of Berlin," "The Mysterious Mr. Tiller" and "Mother o' Mine."

JANE NOVAK'S ROLE.

Jane Novak has a role in "The Fire Flingers," the latest Universal Super-Production, that shares honors with Rupert Julian, the star. Miss Novak is one of the most capable leading women on the screen today, and has appeared in support of William Hart and other screen notables.

STORY HAS ODD HISTORY.

"The Fire Flingers," which serves to bring Rupert Julian back to the screen after a year's absence, following his great success in "The Kaiser, the Beast of Berlin," and which will be shown at the ..... Theatre shortly, has an interesting story.

The film version is an adaptation of William J. Neidig's serial story which appeared in the Saturday Evening Post, and it might be said that the story is the outgrowth of almost twenty years of thought and development.

In 1899 when Mr. Neidig was a free lance newspaper man in San Francisco and lived with Merle Johnson, Wallace and Will Irwin and other Stanford writers in Gelett Burgess' old Neighborhood House, he wrote a short story called "The Fire Flingers" for the Family Journal, a new magazine.

The editor was enthusiastic about it and Neidig was confident that he had at last got started toward a successful career as a magazine writer. However, like many other new magazines, the Family Journal was short of funds. The editor found it impossible to keep up until "The Fire Flingers" could be published.

Hence, when Neidig waited several months for word from the magazine without receiving either check or returned manuscript, he became nervous. He went to the editor, to find to his surprise a padlock on the Family Journal's door. The one copy of "The Fire Flingers" story was on the opposite side of the door.

Mr. Neidig returned home and temporarily forgot the matter. Several years passed before he thought of it again. When he did he determined to develop the story further and expand it to novel length.

For over fifteen years he added bits to the basic idea and wrote various episodes of the story when time permitted. About a year ago he submitted to the Saturday Evening Post a complete novel. This was accepted and published in serial form. More recently it has been published in book form by Dodd, Mead & Co., and now comes the Universal film version.

SHE SMILES AND "VAMPS."

It is difficult to find in screen annals a parallel for the career of Fay Tincher. She entered motion pictures as a "vampire," then went to the other extreme and became a comedy star. Now she is back in a "heavy" role, that of the "other woman" in Rupert Julian's Universal masterpiece, "The Fire Flingers."

"But now I sort of mix the two—villainy and laughter," Miss Tincher explains. "I don't believe there ever was a villain, male or female, that wasn't human in spots, and laughter is the most human of traits. I'm going to see if I can't create a new type—the adventuress with a sense of humor.

"She will be human, anyway. Whoever saw a typical vampire in real life—a white-faced creature in a spangled gown, gyrating with serpentine languor on a tiger-skin rug? I never did, and I think the average man would run away if he did. So I'm going to try and show a new variety."

Miss Tincher left vaudeville to enter pictures. The reason, she says frankly, is "so I could eat three squares a day." And she likes pictures because they have permitted her to do just that. Her first part was a "heavy" role in D. W. Griffith's "The Battle of the Sexes."

JULIAN'S "CHANGE OF PACE."

Rupert Julian shows his mastery of the screen art in his portrayal of a dual role in his latest Universal Super-Production, "The Fire Flingers," which will be shown at the ..... Theatre next ..... He does more than change his make-up when he passes from the part of Richard Olwell, a wealthy profligate, to that of Richard Hatton, an ex-convict determined to go straight.

His whole manner is different. So is his method. In the first part he is quick, volatile, energetic. In the second he is slow, restrained, passive.

"Olwell, as I conceived the part," said Julian, discussing the picture, "was a vain, shallow, brutal man who overbore by sheer force of purpose everyone who opposed him. He abused his wife, he showed clearly that in time to come he would abuse the woman who was ready to elope with him.

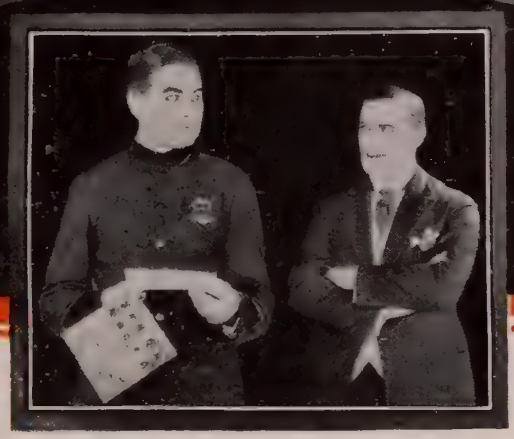
"Why was she ready? Well, he had to be flashy, impressive. He had to summon commanding gestures, to appear to have reserves of force and personality that really were lacking. That is the picture I tried to project an essentially mean and narrow man acting in real life the part of a conqueror, a triumphant egoist.

"But poor Hatton — and I confess my heart was really in that role—there was no shallow pretense about him. Fate had knocked him about until he was always ready for the worst. He was passive, resigned—until the great chance came to work out his regeneration."

RUPERT JULIAN
in
"The FIRE FLINGERS"

From the that made
RUPERT JULIAN
Creator of "The Kaiser-the Beast of Berlin"
in
A marvelous picturization of Wm. J. Neidig's famous story in the Saturday Evening Post
"The FIRE FLINGERS"
"I am not your husband – I am another man, I am Richard Hatton – a convict!

Saturday Evening Post Story a Nation lose its sleep.



"VARIETY"

says:

"This is a seven-reel Universal Production that is a corking feature picture. It is so good that one marvels at the fact that it was possible for Rupert Julian to play two roles in it and still direct the production. As a production, 'The Fire Flingers' stands out as one of the best of the recent Universal releases and, as a matter of fact, measures up with the best that the other big companies are turning out. For genuine suspense there has not been a picture like it for a long while."

UNIVERSAL SPECIAL ATTRACTION

UNIV AL SPECIAL ATTRACTIONS
HARRY CAREY in
"RODED"
"A FIGHT for LOVE"
PRISCILLA DEAN in
"The WILDCAT of PARIS"
"The WICKED DARLING"
"A SILK-LINED BURGLAR"
MONROE SALISBURY in
"The LIGHT of VICTORY"
MARY MAC LAREN in
"CREAKING STAIRS"
"The AMAZING WIFE"

Service Page for "The Fire Flingers"

AT A GLANCE.

SUBJECT — "The Fire Flingers."

LENGTH—Six reels.

STAR—Rupert Julian.

PREVIOUS HITS—"The Kaiser, the Beast of Berlin," "Jewel," "The Mysterious Mr. Tiller," "Mother o' Mine," etc.

DIRECTED BY Rupert Julian.

STORY BY William J. Neidig.

ORIGINALLY APPEARING IN Saturday Evening Post.

SUPPORTING CAST — Jane Novak, Fritzie Ridgeway, Fay Tincher, E. A. Warren, Clyde Van Nuys Fillmore.

LOCALE—An Illinois highroad. A printing plant. A fashionable home.

TIME—The present.

PHOTOGRAPHER — Edward Kull.

THUMB-NAIL THEME — The dramatic tale of the impersonation of a wealthy printer by an ex-convict. Hatton, the convict, tries to go straight. He looks enough like the murdered man to be his double, especially without his beard. The story deals with the relations between the impostor and his "wife," the widow of the dead man.

FOR THE HERALD.

Richard Olwell had come to the parting of the ways. That streak of the brutal in him which had repelled his wife had fascinated Maggie Driver. Maggie read proofs in Olwell's printing establishment. Olwell had planned to run away with her, taking $200,000 in cash that was rightfully his wife's. But then Fate sent two convicts, determined to go straight, to Olwell's home. Olwell had given them cause enough to hate him. Then, in his drunken rage, he brought upon himself the injuries that killed him and that made it seem that they had murdered him.

Then it was that Richard Hatton, one of the convicts, who "looked enough like Olwell to be his twin brother," decided to impersonate the dead man. He passed muster—with the servants, with the police, with Olwell's wife, Winifred. As Olwell, Winifred accepted him. But for himself she grew to love him, to marvel at the change from the old brutal cruelty she had known. And then—

But that is the story of "The Fire Flingers," Robert Julian's superb picture, which will be seen here next .....

Story by William J. Neidig.
Directed by Rupert Julian.

CASST.

Richard Hatton	Rupert Julian
Richard Olwell	Rupert Julian
Chris Cotteril	E. A. Warren
Police Chief Burley	Clyde Fillmore
Winifred Olwell	Jane Novak
Maggie Driver	Fay Tincher
Ellen	Fritzie Ridgeway

ADVERTISING PUNCHES.

1—Rupert Julian's return as a star after his tremendous success as the Kaiser in "The Beast of Berlin."

2—Rupert Julian's growing popularity as an interpreter of strong masculine roles.

3—A dual-role picture that shows two distinct characterizations — the acting is so realistic and the two types so diverse that many persons cannot be persuaded that Julian portrays both.

4—The fact that the picture is based on a Saturday Evening Post story William J. Neidig's "The Fire Flingers"—and was read by more than 2,000,000 persons.

5—There are three "leading women" in the cast—Jane Novak, Fay Tincher, who was formerly starred in comedies, and Fritzie Ridgeway.

6—The excellence of the entire cast. The masculine members are Julian, E. A. Warren, Clyde Fillmore, Fred Kelsey and William Lloyd.

7—A stirring fight scene in which Julian kills himself—that is, in the character of Richard Hatton he is responsible for the death of himself in the character of Richard Olwell.

8—The interest that always attaches to a situation in which a woman accepts as her husband another man who has succeeded in impersonating him. This situation was responsible for the immense success of "The Masquerader," both as a novel and as a play. It enters logically into the story of "The Fire Flingers."

9—A story that has suspense from the opening scene to the last. There is forward action all the way through, building up to a big climax.

10—Some superb gowns worn by two of the "leading women"—Fay Tincher and Jane Novak.

ADVERTISING DISPLAY LINES

Four stars appear in this gripping drama. See Rupert Julian, Fay Tincher, Jane Novak and Fritzie Ridgeway in "The Fire Flingers," a Universal Super-play.

Here was a man who was always expecting the police to land him—But Love did the job more thoroughly!

This man got away with murder, but when he stole the heart of another man's wife—well, see "The Fire Flingers," with Rupert Julian at the ————

He tried to go straight—but one man despoiled him of his chances—and he won his widow in the bargain.

A smashing, gripping, living drama of the screen—Rupert Julian's master picture.

A super-drama in every sense of the word—Rupert Julian in his own production, "The Fire Flingers."

A terrific, sustained story enacted by an all-star cast. A Universal Super-Production.

Rupert Julian's return as a star.

POSTERS and PUBLICITY for "THE FIR

ADVANCE NOTES

In producing "The Fire Flingers," in which he returns to the screen as a star at the ..... Theatre next ....., Rupert Julian, the actor-director, had the assistance of his talented wife. Mrs. Julian (Elsie Jane Wilson, the noted producer, who made "The Game's Up," with Ruth Clifford) was director-behind-the-camera during the taking of two of the big scenes of the picture, and her advice proved invaluable throughout.

There's something new under the sun in Rupert Julian's tense photoplay, "The Fire Flingers," which is to be shown at the ..... Theatre next ..... Julian hides $200,000 in bills in two bread sandwiches to conceal it from the woman with whom he is planning to elope.

Fay Tincher started her screen career as a "vampire," or she-villain. Then she branched off into comedy and created a distinct type as the "black-and-white office girl." Now she is back at the heavy stuff, playing the adventuress in "The Fire Flingers," Rupert Julian's Universal Special Attraction, which will be seen next ..... at the ..... Theatre.

There is a splendid contrast in feminine types in "The Fire Flingers," the Universal Special Attraction, starring Rupert Julian, which will be shown at the ..... Theatre next ..... Jane Novak, a blonde beauty, plays the patient, long-suffering wife; Fay Tincher, petite and brunette, is the "vamp," and Fritzie Ridgeway, the third of a triumvirate of feminine stars, is striking as the maid who is the buffer between the wife and the other woman.

RUPERT JULIAN
UNDER HIS OWN DIRECTION
IN THE UNIVERSAL PRODUCTION EXTRAORDINARY
The FIRE FLINGERS
FROM THE STORY BY WM. JENNINGS IN THE SATURDAY EVENING POST

A three-sheet for "The Fire Flingers."

A one-sheet for "The Fire Flingers."

FLINGERS"

An Advance Story

THE impersonation of a dead man by one who would be accused of his murder if the death were known is the novel situation that forms the basis of "The Fire Flingers," Rupert Julians latest Universal picture, which will be shown next ..... at the ..... Theatre.

Julian plays both the dead man and the impostor. The picture is based on a Saturday Evening Post story of the same name by William J. Neidig.

Richard Olwell, a publisher, who is about to desert his wife for another woman, taking $200,000 of his wife's money, is killed by accident, but in such a manner that Richard Hatton, a convict just released from prison, will be under suspicion of killing him. Realizing this, and to save himself and his fellow-convict, Chris Cotteril, from the electric chair, Hatton impersonates the dead man, whom he closely resembles. He is aided in this by the fact that he and Olwell both wore beards and Olwell had announced his intention of removing his.

The emotional appeal of the story lies in Hatton's relations with Olwell's wife, and another element of suspense lies in the disappearance of the $200,000. The play works up to a tremendous climax.

In the cast with Julian, who also directed the picture, are Jane Novak, Fay Tincher, Fred Kelsey, Clyde Fillmore, Fritzie Ridgeway and E. A. Warren. Wademar Young wrote the scenario.

CARL LAEMMLE presents
RUPERT JULIAN
IN THE UNIVERSAL PRODUCTION EXTRAORDINARY
The FIRE FLINGERS
FROM THE STORY by Wm. J. NEIDIG IN THE SATURDAY EVENING POST
DIRECTED by RUPERT JULIAN

"The Fire Flingers" six-sheet.

CARL LAEMMLE presents
RUPERT
JULIAN
UNDER HIS OWN DIRECTION IN THE UNIVERSAL PRODUCTION EXTRAORDINARY
FROM THE STORY by Wm. J. NEIDIG IN THE SATURDAY EVENING POST....
THE FIRE FLINGERS

Twenty-four-sheet for "The Fire Flingers."

MARY MacLAREN

The American Beauty of the Screen in the Big Dramatic Box Office Success

UNIVERSAL SPECIAL ATTRACTION

"The AMAZING WIFE"

Supported by a magnificent cast including the popular

FRANK MAYO

As big an attraction as you can get this season—Playing capacity everywhere

Cleveland Leader—Four-column advertisement whose very assurance drew the business.

WANTS MORE LIKE THIS

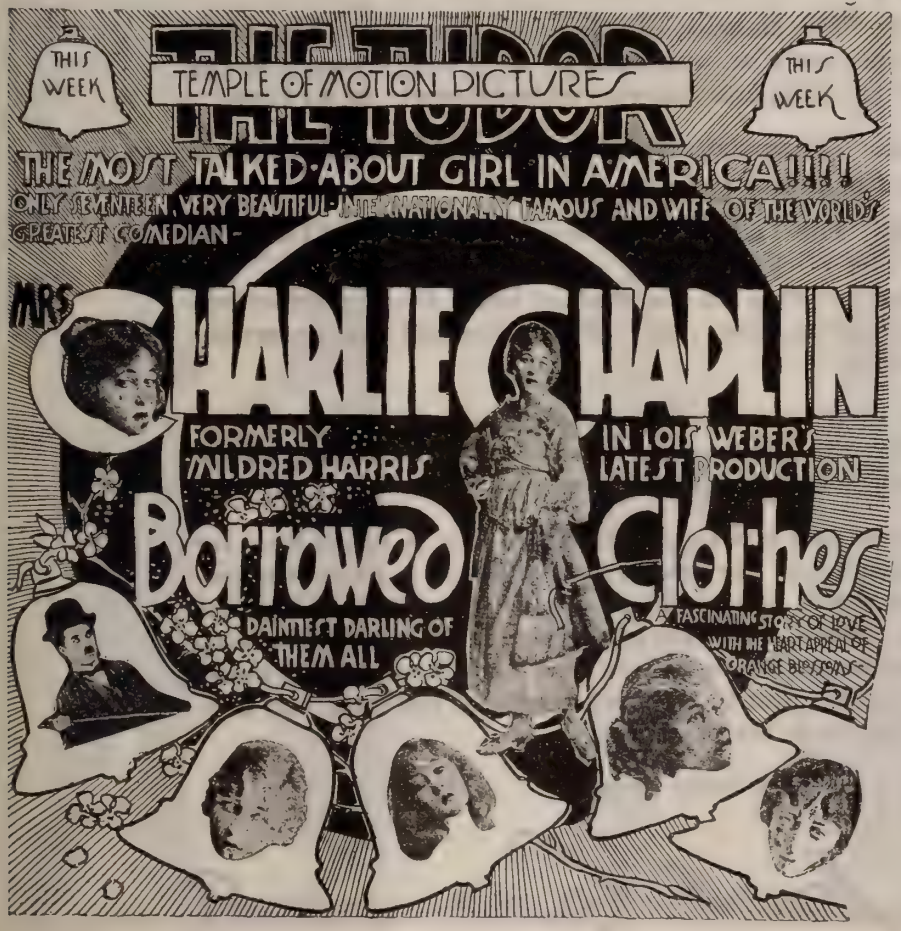
February 7, 1919.

California Film Exchange,
Los Angeles, Cal.
Gentlemen:—

I feel it is in order to tell you how successful we were with "For Husbands Only," capacity house, splendid light, film perfect, running without a hitch excepting I did not have enough reserved seats, everybody pleased.

I gave it a lot of publicity with good results, not forgetting the merits of the picture; it was a fine production.

Can do with more like these. Best wishes. Yours truly,

(Signed) A. W. MacCALLMAN,
Superior Amusement Co. (Inc.),
Superior, Ariz.

THIS WEEK
TEMPLE OF MOTION PICTURES
THE TUDOR
THIS WEEK
THE MOST TALKED-ABOUT GIRL IN AMERICA!!!!
ONLY SEVENTEEN, VERY BEAUTIFUL, INTERNATIONALLY FAMOUS AND WIFE OF THE WORLD'S GREATEST COMEDIAN -
MRS CHARLIE CHAPLIN
FORMERLY MILDRED HARRIS
IN LOIS WEBER'S LATEST PRODUCTION
Borrowed Clothes
DAINTIEST DARLING OF THEM ALL
A FASCINATING STORY OF LOVE WITH THE HEART APPEAL OF ORANGE BLOSSOMS

This adv. ran the entire depth of a page two columns wide.

vertising SATURDAY, MARCH 22, 1919

CARL LAEMMLE

THE MASTER OF UNIVERSAL CITY, SAYS—to the people of Los Angeles:

"Be sure and come to the Superba Theater tomorrow or any day next week and witness

Lois Weber's

unusually fine production with Western settings, entitled

WHEN A GIRL LOVES

With Beautiful

MILDRED HARRIS

And Handsome

"BILL" STOWELL

playing the leading parts.

You'll enjoy it.

You'll tell your friends about it, I know it.

The story is wonderful — inspiring — yes, I dare say it will hold you every minute. Please take my word for it. Will you come? Yes? Thank you very much."

Second Big Week

"THAT'S ALL"

SUPERBA

The Superba's advertisement for the second week of "When a Girl Loves" in Los Angeles.

On the left, a five-column advertisement of the Tudor Theatre in the Atlanta, Ga., Constitution for "Borrowed Clothes." Striking and effective.

An Open Letter to MR. CHARLES HILDINGER Trenton, N. J.

MY DEAR MR. HILDINGER:—

When the biggest men in the business say "The Universal has shown greater improvement in fine picture-making than any producing concern in the business in the last few months"—there must be some food for thought in these statements for you.

Universal made "The Heart of Humanity" the picture of the year, which has been praised so highly by such men as Marcus Loew, Julian Johnson, Capellani, Marshall Neilan and others.

Universal made "The Wildcat of Paris," featuring Priscilla Dean, the dazzling wonder Star of the year, that's simply getting loads of money for the fine theatres.

Universal made "The Delicious Little Devil," featuring Mae Murray, a production that can't be surpassed by anything released in the past twelve months for class and supreme entertainment of its type.

Universal made "Borrowed Clothes"—"For Husbands Only," which need no word of praise from me.

Universal made "The Talk of the Town"—"Roped"—"The Silk-Lined Burglar"—"The Wicked Darling"—"The Exquisite Thief," and I venture to say that nothing on the market beats these productions for artistry, class, direction, story, box office value and true entertaining power to the public.

Universal has made scores of de luxe pictures in the past year that are today setting the standard for fine pictures. The finest theatres are booking more Universal productions than ever.

As business men, you and I agree that the way to know how far Universal has advanced into the field of finer pictures is to see the pictures. That's what I ask you to do at our Exchange at 1304 Vine street, Philadelphia. Your own eyes can't deceive you, and your keen judgment will immediately prove to you that the Universal has really advanced not just slightly, but to the very foremost position, and now actually leads the field in de luxe pictures.

Very truly yours,

Carl Laemmle

UNIVERSAL SPECIAL ATTRACTIONS

IF you were going to a ball tonight, which would you rather wear—a ten-dollar Knox hat of last fall, always in style, or a cheap lid of today at 3 per? That's the difference between the twelve Universal Special Attractions, which established this brand, and those unproven pictures which are offered you every day—a difference of only a few months in release dates—but, oh! such a difference in looks—and at the Box-Office!

HARRY CAREY in
"Hell Bent"
"Three Mounted Men"

DOROTHY PHILLIPS in
"The Mortgaged Wife"
"The Talk of the Town"

MAE MURRAY in
"The Bride's Awakening"
"Danger, Go Slow"

PRISCILLA DEAN in
"The Wildcat of Paris"
"The Wicked Darling"

MARY MAC LAREN in
"Bread" "Vanity Pool"
"The Model's Confession"

HERBERT RAWLINSON in
"Smashing Through"

See them at your nearest Universal Exchange today.

The Mansfield of the Screen

MONROE SALISBURY

in
"THE LIGHT OF VICTORY."

WID'S DAILY says: This picture is different from those dealing with spy plots. Monroe Salisbury plays the character convincingly, giving a particularly telling performance in concluding scenes. Out of the ordinary in both story and atmosphere. Monroe Salisbury impresses me as being one of the most reliable program Stars. He creates interest by steering clear of the cut and dried hero roles. Gives artistic portrayal of an exceptional character.

THE CHICAGO DAILY TRIBUNE says:

Monroe Salisbury, that dashing, diabolical male of Universal films, does some good work in "THE LIGHT OF VICTORY."

THE CHICAGO DAILY JOURNAL says: A really good feature awaits every one at the Casino this week. Thoroughly satisfactory entertainment. Salisbury's work, earnest and convincing.

THE CHICAGO DAILY HERALD AND EXAMINER says: Every "gob" in this town of "gobs" and every "gob's" sweetheart will like it. It's a vamp, a bottle and a good cry. What do you want for a quarter?

IN HIS FIRST UNIVERSAL SPECIAL ATTRACTION

—READ WHAT THE CRITICS SAY

ABE MARTIN says:--

Onions 'll keep off th' grippe—o' your friends.

No husband wuz ever as good as his wife's folks.

(*From the Screen Magazine*)

"Looney Lions and Monkey Business."

Two-reel Century Komedy.

(*Copyright, 1919, L-Ko Motion Picture Ko.*)

LIGHT-FINGERED LUKE, master-craftsman at stealing holes out of doughnuts, and his accomplice, Jasper, tired of looking at the warden of the prison where they are making a little stay, decide to interrupt the daily parade of the Safe Breakers' Union by making a break for freedom. This done, the main idea is to get some coin, but Fate would have it that Luke got tangled up with Fifi. No, she wasn't a lady; she was a lady's dog, and the lady's father was the warden. But Luke didn't know that—until he went home to have father thank him for saving Fifi. But he made another getaway, this being the best thing he did next to stealing holes, and got a job as a chambermaid to the lions in the zoo. They were nice, tame lions and seldom killed more than one keeper a week, usually, but when they saw Luke they got hungry. Maybe it was the smell of the doughnuts that lingered round him. Well, all things come in threes—including getaways—but we'll leave it to you to see how Luke made this one.

International News, No. 14.

Famous Old Fighters Retired from Navy (Omitted from N. Y. City, Boston, Chicago Editions).—Uncle Sam's oldest battleships, the Iowa, Indiana and Massachusetts, are taken out of commission after years of hard service.—*Philadelphia, Pa.*

Install Successor to Archbishop Ireland (Omitted from N. Y. City and St. Louis Editions).—The Most Rev. Austin Dowling arrives from Des Moines, Ia., and assumes the office of Archbishop of the Diocese of St. Paul. —*St. Paul, Minn.*

Have You Got a Little 'Gator in Your Home?—No: Then look over this collection of alligators ranging in ages from 25 years to 200 years, and pick a pet.—*Jacksonville, Fla.*

Dodgers Make ready for Baseball Battles. — Brooklyn players adopt army methods of training to harden muscles for the coming pennant race. —*Jacksonville, Fla.*

Pershing on German Soil, Bids Farewell to Rainbow Division.—Gallant fighting Yanks, soon to return home, stand at attention on the west bank of the Rhine as the Commander in Chief holds final review.—*Remagenonx, Germany.*

Trailer (For N. Y. City, Buffalo, Philadelphia and Pittsburgh).—Millions visit motion picture theatres every Sunday. Insist that your representative in your Legislature guarantees you a continued legal enjoyment thereof.

"The Fightin' Sixty-ninth" (Special for New York City only).—First and exclusive pictures of New York's famous regiment, now Uncle Sam's 165th Infantry, at Remagen-on-the Rhine, where this noted aggregation of scrappers served as an important unit of the Army of Occupation.

Sub-Titles.—"One! Two! Three! Four!—One! Two! Three! Four!" Look 'em over. Maybe you'll see your boy. The lads of Company B, A, H, F, E, G hiking on the Rhine Stross Boulevard.

"They never feared the devil or the bullets of the foe,
The Raffertys, the Murphys and the Quinns,
There wasn't any danger where these fighters wouldn't go;
The O'Briens, and the Ryans, and the Flynns."

"They were always there an' waitin' for the fightin' to begin,
The Kellys, and the Caseys, and the Grogans,
And Victory was certain when the 69th got in,
With its Nolans, and its Dolans, and the Hogans."

Relieving the sentry before Regimental Headquarters. Sentries of the 69th Regiment on guard on the Ludendorf Bridge, built by Russian prisoners of war on the boasted "Berlin-Paris" direct route mapped out by the German General Staff. Boys of the transport section and their four-footed veterans. "Old Teddy," a veteran mule of the 16th. He saw service on the Mexican border and was in every battel with his regiment in France. The mules get a taste of the Rhine. Watch for the next issue of the International News for further striking pictures of the officers and men of the "Fighting 69th."

SYNOPSES OF "LOONEY LIONS AND MONKEY BUSINESS," INTERNATIONAL NEWS, No. 14, AND CURRENT EVENTS, No. 14.

Current Events, No. 14.

Speed Kings Race in $5,000 *Sweepstakes* (Omitted from Portland, Seattle, Spokane, San Francisco and Los Angeles prints).—Rosco Sarles wins thrilling Ascot meet by daredevil work at the wheel.—*Los Angeles, Cal.*

The Making of a Merchant Seaman (Omitted from Chicago print).—Candidate for officership in Uncle Sam's commercial service gets extensive training on board the schoolship Newport.—*At Sea in the West Indies.*

Roumania's Brave Queen Will Fight Bolshevism.—Received by French statesmen, she offers the aid of her country in opposing the spread of Russian anarchy.—*Paris, France.*

Sub-Title.—The beauitful queen of Roumania who bravely defied the kaiser and his generals when he country was forced, by the treachery of Russia, to make peace with the Germans.

Envoys to Ask Hearing for Irish Independence (Omitted from Detroit print).—Edward F. Dunne, former Governor of Illinois; Frank T. Walsh and Michael J. Ryan to appear before the Peace Conference to plead Ireland's cause.—*New York City.*

Riding a Blue Streak.—That's what they do at an ostrich farm when they mount one of the big birds that are so foolish they have to be blindfolded so they will think the rider isn't there. —*Jacksonville, Fla.*

Far Eastern Brides Arrive by Shiploads (Omitted from Portland, Seattle, Spokane, San Francisco and Los Angeles prints).—Fair ones of the Mikado's kingdom are passengers on the S.S. Tento Maru to meet their prospective husbands who picked them out from their photographs.—*San Francisco, Cal.*

Belgium Monarchs Are Guests of Pershing.—King Albert and Queen Elizabeth arrive at the American headquarters for a visit to the American Commander-in-Chief. — *Chaumont, France.*

Cartoon by John Terry—"Give Him a Firm Foundation."

Trailer (For New York State prints only).—Sunday motion pictures help the moral uplift of your community.

Mrs. Charlie Chaplin

Mildred Harris in

NOT all Westerns are alike. Supported by that sterling actor, William Stowell, Mildred Harris has one for your audiences that will please even those who want to see her in nothing but society pictures. As might be expected, the Director who has given us this unique production is Lois Weber. The title——

"When a Girl Loves"

Lois Weber's First Great Western

Just as the Belasco of the Screen has produced the finest of all "city" dramas, so she has produced the most completely satisfactory Western production that has ever seen the screen. Your audiences prefer Lois Weber's direction to all others, because of that wealth of artistic detail which is always there, and yet never interferes with the story—and they will find in "WHEN A GIRL LOVES" that even in the great southwestern desert she has surrounded her drama with a richness of atmosphere which will, from now on, set a new standard in Western pictures.

See this powerful play of today at your nearest Jewel Exchange. Even without the golden name of Mrs. Charlie Chaplin, it would prove a splendid money-making success. Take an early look—it's big!

JEWEL Productions
1600 Broadway New York City

"I will pay without

The PICTURE THAT WILL LIVE FOREVER

Garfield
of the Orpheum, Flint, Mich. — says:

" 'The Heart of Humanity' I consider the greatest production of all time.

"The Star stands out as bright as the sun. Having been an actor for eighteen years, I can appreciate good work when I see it, and Dorothy Phillips has reached the highest point attainable in the moving picture field.

"The production was engaged in this house for one week, something unheard of, paying the highest price ever paid for a picture in this theatre. I raised my prices to: Adults, 50 cents; children, 25 cents.

"The day of my opening was Sunday, March 9th. When I awoke I found a blizzard staring me in the face. But that did not bother me, as I knew I had a weather-proof attraction.

"And I will say to you that it played to the biggest business in the history of the house, and I am willing to wager that at no time in the history of Flint has any picture played to the gross business in one week that 'The Heart of Humanity' played to here.

"I have booked a return engagement for a three-day run, and I expect to do a bigger business than on its first showing.

"Just keep me in mind whenever you have something that you want a big price for. You can gamble that I will pay without even looking at it—for I know that when you ask a big figure for a picture, you have something."

ALLEN HOLUBAR'S SUPERPRODUCTION

even looking at it!"

1. "Best ever"
2. "Foremost Star"
3. "Raised Prices"
4. "Terrible Weather"
5. "Broke all records"
6. "Booked return"
7. "I trust you"

READ Mr. Garfield's last sentence again —it's unique. "Keep in mind when you have something you want a big price for." Generally, exhibitors want a low-priced attraction. But Mr. Garfield doesn't —because he knows, from "The Heart of Humanity," that when we ask a big figure we have something. So—don't let the price of "The Heart of Humanity" keep you from showing it—because you'll net more than you ever netted before. It's the year's biggest and most successful picture.

JEWEL Productions Inc.
1600 Broadway New York City

Starring DOROTHY PHILLIPS

SYNOPSES OF "THE RUSTLERS," NEW SCREEN MAGAZINE, No. 9, AND HEARST NEWS, No. 14.

"The Rustlers."

Two-reel Western Drama.

CAST.

Ben.....Pete Morrison
Nell.....Helen Gibson
Buck.....Jack Woods
Deputy.....Hoot Gibson

NELL WYNDHAM was postmistress in the little cow town of Point Rock. Buck Farley, sheriff of Point Rock County, was a tool of the cattle barons and was in love with Nell, and while he had long pressed her for some definite answer to his pleading, Nell had been unable to find that she cared enough for Buck to give him the answer he wanted. Ben Clayburn, a raw-boned Westerner, had come into the valley some time previously, unknown and unheralded, and had settled quietly upon a small ranch near the town. He had acquired the nickname of "the nester," and was sincerely hated by most of the men of the town because of the fact that he minded his own business and defied their threats and went patiently about his sheep raising. Cattle rustling in the vicinity had been prevalent and, fostered by hatred, suspicion had been directed toward Clayburn. Clayburn visited the town frequently and gradually there sprang up between him and Nell a warm friendship, much to the dislike of Sheriff Farley.

Clayburn is seen by the sheriff near a yearling which had been rustled, and, thinking they have him with the goods on, Farley and his deputy give chase to Ben. Ben escapes, wounded, and is met by Nell. Nell takes him to her cabin and cares for him. Farley follows Buck to the cabin and at his approach Nell hides Ben in the closet. His presence is discovered by Farley. To bring him from his hiding place Farley tries to force his attentions on Nell. Ben, believing her to be in danger, comes from his hiding place and fights with Farley. Ben again escapes. He is seen working among the cattle on a nearby ranch and later, defying the sheriff, again enters the town and calls for his mail. The sheriff learns of his presence and tries to arrest him. Upon learning that there is no mail for him Ben becomes worried. He tells Nell that he is a government ranger, sent there to round up the rustlers, but that his credentials are in the mail and were supposed to reach him that day. Nell slips away from the postoffice and while Ben holds the sheriff and his men at bay in the general store Nell rides madly across the country to meet the incoming stage and get the mail. The sheriff in the meantime had fomented so much feeling against Ben that the citizens were in the lynching mood, but Nell arrives in time to save Ben, and Ben presents proof that he is a representative of the government and that Farley is a member of a band of rustlers. Farley is jailed and Ben and Nell find that they each need the other.

New Screen Magazine,

No. 9.

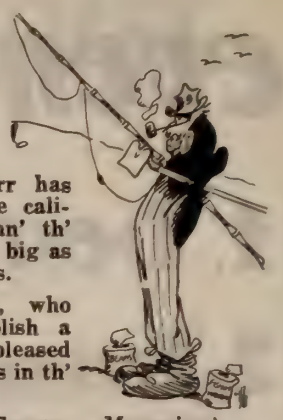
IN this age of rapid living, it is a pleasure to contemplate the life of William Deal, the hermit of the mountains of Tennessee, whose only companions are the stars and his ever-faithful dogs. He is seventy years old, without a care in the world. Fashions for the fastidious occupy a prominent place in this Screen Magazine, and the ladies who are interested in them will also be interested in the time-saving devices which are exhibited by Miss Andrea, such as an olive-picker, a potato-scraper and slicer, the frame-work in which to boil eggs without cracking them, and a measuring-spoon. After this comes a little philosophy by Abe Martin. In regard to the fashions, Abe says: "Ever' time th' world gits better somebuddy designs a skirt t' spoil it." In regard to the three-minute eggs, he remarks: "Th' only time a woman tells her right age is when she starts t' school." A trip to the aquarium reveals many strange inhabitants of the deep. The cameraman who is showing us the corner of Forty-second street and Fifth avenue must have taken a squit at the Whoozit Weekly, or he lost control of the crank while filming this scene. It must be he enjoyed the weekly very much.

Hearst News, No. 14.

War Brides Arrive on Transport with Troops.—More than sixty French and English girls are passengers on the Aquitania, together with the first detachment of the Yankee Division and Sir Thomas Lipton.—*N. Y. City.*

Sub-Titles. — "Here come the brides." Sir Thomas Lipton arrives to confer with American yachtsmen regarding the resumption of International yacht racing. Brigadier General Charles Cole heads the vanguard of the 26th (New England) Division returning home. Boys of the Yankee Division. Are they glad to get home? Well, maybe that old Boston Common won't look good to them!

Abe Martin says:



Pinky Kerr has written some calliope music an' th' notes are as big as croquet balls.

Joe Lark, who used t' publish a paper that pleased ever'buddy, is in th' poor farm.

(*From the Screen Magazine.*)

Red Sox Prepare for Next World's Series.—Champions open spring training with a whoop, a collection of new discoveries and a galazy of old stars. —*Tampa, Fla.*

Sub-Titles.—The "Big Four" of the Red Sox in action: "Babe" Ruth, Joe Bush, Jones and Mays. Manager Burrows hands the team some dope about the virtues of hard work. Strunk batting and McNeil catching. Oscar Vitt lays down a bunt. Five of the new Red Sox pitchers: DuBuc, Caldwell, formerly of the Yankees; Shea, Dunn and Wynne.

Bury Major Roosevelt with Military Honors.—Cousin of the late ex-President is laid at rest, Lieutenant-Colonel Theodore Roosevelt and Captain Kermit and Archie Roosevelt acting as honorary pallbearers.—*N. Y. City.*

Foch Attends Parley at Peace Conference.—With Secretary of State Lansing the great Marshal of France arrives at the Hotel Crillen to confer with President Wilson and the Allied Premiers.—*Paris, France.*

When Mermaids Play (Omitted from Seattle, Portland, Spokane, San Francisco and Los Angeles).—Girl swimmers compete in water polo match and find the Pacific not quite as peaceful as its name.—*Venice, Cal.*

Yankees in Germany Occupy Famous Castle. — Ancestral home of Count von Woldersees, where the former kaiser frequently visited, is requisitioned to quarter Uncle Sam's doughboys.—*Melsberg, Germany.*

Sub-Titles.—Changing the guard at the lookout post of Melsberg Castle, the tip of the peak of Uncle Sam's wedge into Germany. A Yankee sentry almost comes to a passage at arms with a weird reminder of feudal times. A quiet game in the count's billiard room. Examining the count's collection of guns, many of which have been used by the former kaiser on hunting trips with the count.

"Indoor Sports" Carton by "Tad." —"Coming Back to Business."

IF you can't make money on these proven Jewel successes of a year ago, you can't make money on anything. Because a proven success is a better bet any day than an unknown and untried production with only an advertising man behind it. See these four today.

DOROTHY PHILLIPS

in

"PAY ME"

A Cyclonic Western Drama

CARMEL MYERS

in

"SIRENS of the SEA"

A Dream of Fair Women

ELAINE HAMMERSTEIN

in

"The Co-respondent"

Love in the Newspaper Business

HERBERT RAWLINSON

in

"COME THROUGH"

The Screen's Greatest Crook Drama

JEWEL Productions Inc
1600 Broadway New York City

The Featured Western Star

NEAL HART

in his Latest 2 Reel Western

"The HONOR OF MEN"

INCREASED BOOKINGS in all parts of the country are eloquent testimony to the drawing and balancing power of Universal 2-reel westerns for all programs. Nothing finer to make your show a complete performance, and no 2-reel subjects can compare with Universal's for our specialty for years was short pictures. BOOK EVERY TWO-REELER RELEASED BY UNIVERSAL. They constitute your best short-subject profit-makers.

BOOK THRU ANY UNIVERSAL EXCHANGE

Extra Special Announcement on

Dashing Daredevil

MARIE WALCAMP

in the Serial that's sweeping the Country from End to End

"The RED GLOVE"

Filmed from Douglas Grant's Thrilling Story, "The Fifth Ace." Directed by the Great MacGowan.

EXTRAOR

Thrills beyond Belief in every Episode

THE PUBLIC WANTS THRILLS IN SERIAL PICTURES—"THE RED GLOVE" IS SIMPLY PACKED WITH THEM.

MARIE WALCAMP IN

DINARY!!

Stunts that pack your house to Capacity Every Week!

THE PUBLIC WANTS SUSPENSE — ACTION — DRAMA IN SERIALS.
"THE RED GLOVE" SURPASSES 'EM ALL FOR THESE VERY FEATURES.

"THE RED GLOVE"

SENSATIONAL BOX OFFICE WINNER

WE could publish pages of letters and telegrams congratulating the Universal on the pulling power of MARIE WALCAMP in "THE RED GLOVE." Some of these testimonials border on the sensational. Here's one sample taken from hundreds sent by an Exhibitor who paid the highest price ever known for a serial.

"Des Moines Advertising Campaign on 'RED GLOVE' was simply immense. Oh, boy! you should have seen them lined up in lines half block long—never believed any serial could pull like that—first hour's business surpassed many entire matinees on regular features—Congratulations to you—'RED GLOVE' is the real class for the public and gold mine for Exhibitors—give me all you produce like this winner."
(Signed) FAMILY THEATRE,
Des Moines, Iowa.

All we could say alongside of this statement falls flat. Here's a theatre that has paid and played and knows the facts, and it proves one giant fact. That the "RED GLOVE" is a sensational box office winner, and Exhibitors know how rarely such a winner is produced. It matches "THE LURE OF THE CIRCUS" in profits to theatres and that's some record.

MARIE WALCAMP

in the Serial Stupendous

"The RED GLOVE"

ARTISTRY
CLASS
Drawing Power

MAC GOWAN, Director of the famous Helen Holmes thrilling railroad dramas, directed the "RED GLOVE." There's no way to describe the thrills in this serial. The only way for you to actually know is to go to your exchange and see, with your own eyes, the tremendous punches in every episode.

AND you will view a serial with as much class in details, direction, settings, as the finest and most costly feature production ever filmed. Artistic from the very first flicker to the last panel.

The serial that creates an atmosphere of refinement and charm like a fine book or entrancing stage play, yet grips you like a vise and entertains to the "nth" power.

MARIE WALCAMP

in the Serial Stupendous

"THE RED GLOVE"

This Remarkable Shot

is one of scores of exclusive and unusual scenes that

appear in THE BIG THREE

HEARST NEWS
INTERNATIONAL NEWS
UNIVERSAL CURRENT EVENTS

They DOMINATE THE FIELD

WITH R. Whipple, the accredited photographer with the American Expeditionary Forces in Germany, getting entirely unusual shots of "what's doing over there now," you are enabled to advertise a series of EXCLUSIVE PICTURES that will draw to capacity. Go to your nearest Universal Exchange. SEE these amazing scenes with your own eyes in UNIVERSAL CURRENT EVENTS—HEARST NEWS AND INTERNATIONAL NEWS, and you'll understand why the big three are sweeping the country in bookings. BOOK THEM ALL TODAY.

BOOK Through Any UNIVERSAL Exchange

PRISCILLA DEAN

–The Wonder of the Year–

in

"People really ought'nt to leave these things lyin' 'round"

"WHAT? ME—a thief? You're tryin' to be funny!"

"Honor bright, old scout, I'm as innocent as a child"

"Say! Let go! that aint fair!"

"Got 'em after all!"

the Universal Special Attraction

The "WICKED DARLING"

GET THIS

Motion Picture News

"WHEN A GIRL LOVES"—JEWEL

Immense Both from the Box Office and from the Screen

THERE can be little, if any, doubt regarding the great value of this production, for besides offering the exhibitor a star in the person of Mrs. Charlie Chaplin, the story it presents is vitally strong, and to match its many dramatic highlights it has snatches of comedy that instantly appeal to the popular mind.

The reviewer was present at the Broadway Theatre at a crowded Saturday matinee exhibition of the film and the audience practically "ate the picture up." It was interested in the star, immensely so; there were whispers on her entrance and even the succeeding times she appeared comments could be heard throughout the house.

But "When a Girl Loves" offers real entertainment after it has drawn the crowds. The story of the bad man who assumes a minister's role, at first for evil purposes, and who is won over to the side of right by a combination of influences, proves intensely interesting.

Lois Weber in her direction of the picture has staged it with full command of her craft and has proven herself in this work excellent in the dual capacity of author and director. William Stowell makes a commanding hero.—Length, 6 reels.—*Peter Milne.*

Mildred Harris

(Mrs. Charlie Chaplin)

supported by Wm. Stowell and great cast

in Lois Weber's First Western Photodramatic Masterpiece

JEWEL Productions
600 Broadway, New York City

"WHEN A GIRL LOVES"

the MOVING PICTURE WEEKLY

VOL. 8
NO. 10

APRIL 26
1919

Harry Carey in "Bare Fists"

MAE MURRAY

The Adorable--in--

"What Am I Bid"

DIRECTED BY ROBERT Z. LEONARD

DESCRIBED THUS BY THE MOVING PICTURE WORLD

"SPECTATORS of Mae Murray in 'WHAT AM I BID?' will find her impersonation of Betty Yarnell one of the very best things she has done. The production is literally filled with picturesque effects splendidly photographed. It has so much to offer that is new that the production is sure to make friends wherever shown.

The settings were chosen with fine discrimination, and add much to the enjoyment of this Universal Special Attraction."

UNIVERSAL SPECIAL ATTRACTION

Why do we publish the picture of this Flunkey holding a tray full of good old American coin? - - - - -

--because,--

—only by pictures of stacks of good old Yankee dough, can we attract the attention of some exhibitors, and drive home the idea of capacity business and profits—

MONEY has the same appeal to us all. We are all out after the kale, particularly the exhibitors—and this big special Bluebird plan is the biggest thing offered exhibitors to enable them to "clean up" big this season.

On the last page of this 4 page ad is a list of productions that are as good as new. Hundreds of theatres have not shown these picked Bluebird plays as yet. To those houses this offer is a find, a veritable gold mine of profits and prestige.

People don't care a whoop when a picture was released. Release dates are the bogey man of the film industry anyhow. So by this plan you can show ALL BRAND NEW PICTURES TO YOUR PATRONS, get your regular admission prices and give them the biggest picture season they've had in years. WHY?

—because—out of over 150 Bluebird productions released, only 67 of the finest were chosen. The rest have been eliminated. Thus you get the cream of 150 pictures. ALL PROVEN WINNERS ALREADY IN HUNDREDS OF THEATRES COVERING EVERY PART OF THE COUNTRY.

--because,--

—you get a list of high salaried stars that have pulled thousands of dollars into exhibitors' tills—who have brought fame to hundreds of theatres, and that have entertained to the highest possible degree millions of critical American people.

—Thus, by this SPECIAL BLUEBIRD 1919 SEASON DEAL, you can book all of these 67 productions, advertise them to the limit, get the big money all season by announcing these big winners in advance to your patrons and by the sliding scale of THE MORE YOU BOOK THE LESS COST TO YOU PER PICTURE, enables YOU to bank the first run profits that ordinarily went to the Producer.

—IF YOU CAN'T SEE THE SHREWD BUSINESS LOGIC RESULTING FROM SUCH A MONEY-MAKING PLAN THEN YOU'D BETTER LOCK YOUR SHOP AND THROW THE KEY IN THE RIVER.

—Already Bluebird Exchanges all over the country have received TELEGRAMS from theatres asking for reservations of the pictures they have chosen. Some of the wise ones have had their eyes opened to SOMETHING EXTRAORDINARY, and have nailed the plays they haven't shown in their houses, and these exhibitors are positively going to "clean up" by pocketing the difference between the former FIRST RUN release prices of these pictures and the present SPECIAL BLUEBIRD DEAL sliding scale of prices. Now feast your eyes on the wonderful list of stars on the next page and read on!!!

DOROTHY PHILLIPS

LOIS WEBER

CARMEL MYERS

RUTH CLIFFORD

RUPERT JULIAN

LOUISE LOVELY

VIOLET MERSEREAU

GRACE CUNARD

MARIE WALCAMP

ELLA HALL

You get all these In This Bi

Every one of these big stars appears in some Bluebird production as listed on the next page of this ad

YOU get stories, novels, plays, and books filmed from the greatest authors that your audiences will go crazy over. You can make a tremendous showing by throwing on your screen the announcement of the coming of this wonderful series of entertainment during the season. You can augment this by having printed on your regular heralds or special heralds for this occasion, the entire list of Stars that will appear, together with the entire list of plays, authors, directors, etc., etc., which will make a tremendouslv impressive showing.

Check off the list of attractions you wish to con

PRISCILLA DEAN

MONROE SALISBURY

HERBERT RAWLINSON

EDITH ROBERTS

FRANK KEENAN

MAE MURRAY

FRANKLYN FARNUM

JUANITA HANSEN

Box Office Stars Special Deal

Stars, Stores and Plays included in this offer that you couldn't afford on the original Fi st run release prices.

FRITZI BRUNETTE

ZOE RAE

YOU can get newspaper support by such a far reaching advance plan of advance announcement of what you will show at your house during the season. You can plant a huge board in front of your theatre and on billboards with the entire list of Stars' names, the plays, etc., working up a wonderful community interest thereby. And the big argument that affects your pocket book is just this—THE LARGER THE NUMBER OF PICTURES YOU BOOK FROM THE LIST THE LESS COST TO YOU PER PICTURE. NOW TURN TO THE LIST ON THE NEXT PAGE.

for (on the next page) and WIRE your Exchange

Check off the list of Productions you wish from this page and

WIRE YOUR EXCHANGE

Dorothy Phillips in

"The Grand Passion"
"Broadway Love"

Priscilla Dean in

"She Hired a Husband"
"The Brazen Beauty"
"Which Woman"

Carmel Myers in

"The Little White Savage"
"Who Will Marry Me?"
"All night"
"A Society Sensation"
"The Dream Lady"
"The City of Tears"
"Broadway Scandal"
"The Marriage Lie"
"The Wine Girl"
"The Girl in the Dark"
"The Wife He Bought"
"My Unmarried Wife"
"The Lash of Power"

Juanita Hansen in

"The Sea Flower"

Marie Walcamp in

"Tongues of Flame"

Frank Keenan in

"The Long Chance"

Lois Weber in

"Scandal Mongers"

Franklyn Farnum in

"The Empty Cab"
"Fast Company"
"The Fighting Grin"
"$5000 Reward"
"The Scarlet Car"
"The Winged Mystery"
"Anything Once"
"A Stormy Knight"

Ella Hall in

"A Mother's Secret"
"My Little Boy"
"The Spotted Lily"

Francis Ford in

"The Craving"

Rupert Julian in

"Mysterious Mr. Tiller"
"Mother O' Mine"

Zoe Rae in

"Danger Within"

Louise Lovely in

"A Rich Man's Darling"

Mae Murray in

"Face Value"
"Princess Virtue"

Fritzi Brunette in

"The Sealed Envelope"
"The Velvet Hand"

Herbert Rawlinson in

"Brace Up"
"The Man Trap"
"Flirting With Death"

Edith Roberts in

"A Taste of Life"
"Set Free"
"Love Swindle"
"The Deciding Kiss"

Monroe Salisbury in

"The Millionaire Pirate"
"Hugon the Mighty"
"That Devil Bateese"
"Winner Takes All"
"The Eagle"
"The Savage"
"The Desire of the Moth"
"The Guilt of Silence"
"The Red Red Heart"
"Hungry Eyes"
"Hands Down""

Ruth Clifford in

"The Game's Up"
"The Cabaret Girl"
"Fires of Youth"
"The Lure of Luxury"
"Midnight Madness"

Violet Mesereau in

"Together"
"Morgan's Raiders"

-- and Just remember this

If you book all 67 pictures the price per picture will be lower than any price you ever paid, even for the cheapest releases ever offered in the cinema market, and AT THIS INSIGNIFICANT COST YOU GET SIXTY-SEVEN PICKED PRODUCTIONS. ONLY THE CREAM SELECTED FROM ONE HUNDRED AND FIFTY BLUEBIRD RELEASES, ALL PROVEN WINNERS IN HUNDREDS OF HOUSES. YOU ARE SAFEGUARDED. You don't play anything but PROVEN WINNERS!!! Get that fact planted. And if you've never played these pictures THEY ARE JUST AS GOOD AS BRAND NEW, and will pull just as big as any big features released TODAY. It's the biggest special deal ever offered by Bluebird or any other producer. DON'T WASTE A SINGLE MOMENT'S TIME IN GETTING YOUR LIST IN TO YOUR NEAREST BLUEBIRD EXCHANGE. Some wise Exhibitor is going to grab this deal instantly. DON'T LET YOUR COMPETITOR BEAT YOU TO IT. ACT INSTANTLY. RIGHT NOW. THIS MINUTE. USE THE TELEGRAPH.

BLUEBIRD Photoplays, Inc., 1600 B'way, New York

Stretch your comedy hits into two-baggers with the sparkling, clean, dressed-up fun of

LYONS-MORAN

Star Comedies

Book thru your nearest Universal Exchange, or communicate with the Universal Film Mfg. Co., Largest Film Mfg. Co. in the Universe, Carl Laemmle, President, 1600 Broadway, New York.

COMI

A Big New Universal

Universal announces a big new serial, with

a different type of story, different action, different atmosphere, different direction entirely unusual in every detail. Included in the cast is Grace Cunard, herself a serial Star who has brought thousands of dollars to Exhibitors, and in addition the box office power is guaranteed, because you get the first serial——

"Elmo, the Mighty"

Featuring the Celebrated Star of "TARZAN OF THE APES"

ELMO LINCOLN

whose name and fame have travelled

world-wide, because of his wonderful portrayal of TARZAN in "TARZAN OF THE APES," known to you and all other exhibitors as one of the biggest financial clean ups in picture history. ELMO LINCOLN plays the part of "ELMO" in this serial—"ELMO, THE MIGHTY," where his tremendous strength and physical prowess will prove a huge weekly drawing card. LINCOLN also played the part of the Village Blacksmith in "THE KAISER, THE BEAST OF BERLIN," and his marvellous portrayal in that production has been advertised broadcast.

NG

Serial

As usual those terrific

stunts, thrills and high speed action that characterized the serial successes—"THE LURE OF THE CIRCUS" and "THE RED GLOVE," will be incorporated in this big new challenge serial. We term it the Universal's CHALLENGE SERIAL, because it will be a challenge to all serial producers to produce one that compares with it. GET YOUR CONTRACT NOW, AS IT WILL BE—

Released July 14

This being the Closing week of

"THE RED GLOVE"

Featuring Marie Walcamp

EXTRA!

Eight Big Special 2 Reel Western

EDDIE POLO

PICTURES

The Famous "Cyclone Smith" Stories

A SERIES of eight master 2-reel productions, each story complete in itself, featuring the great Polo, brilliant star of "THE LURE OF THE CIRCUS," that is packing theatres to capacity in every part of this country. BOOK this big series of eight. Advertise POLO, and watch your profits grow. Polo's tremendous popularity will pull for you as big as your costliest features. Get your contract right now.

Now Booking thru all Universal Exchanges.

Mister Exhibitor, Meet Cyclone Smith

Eddie Polo, Star of the Recent Serial, "The Lure of the Circus," Assumes a New Character in an Adventure Series of Eight Two-Reel Western Dramas Which Will Be Booked on the Series Selling Plan.

Eddie Polo and little Pat Moore in the first Cyclone Smith Adventure Story, "A Prisoner for Life."

EDDIE POLO, the great serial star, is to assume a new character in the interim between "The Lure of the Circus" and the starting of his new serial. Thousands remember Polo as Rouleaux in "The Broken Coin," tens of thousands as Marco in "Liberty;" his acquaintance reached millions as Ed Cody in "The Bull's Eye," and it is not too much to say that ten million know him as Eddie Somers in "The Lure of the Circus."

To all of these people we take pleasure now in introducing Eddie Polo as "Cyclone Smith," cowboy extraordinary, dead-shot, dare-devil rider, expert roper, the unchallenged leader of his community, strong for the right and uncompromising in his enmity toward lawlessness and oppression. Such is the general character of the new role which Eddie will play in this series of eight two-reel pictures. This description has been made general enough to fit all of the stories in the scenes, for there is absolutely no connection between any of them. Each story is built about the character, but no spectator will have to see any one picture to appreciate the story or the character of "Cyclone Smith" in any of the others. The only connection will be the central "Cyclone Smith," and the fact that the entire eight will be sold as a series. The posters, however, will not refer to any of these two-reel features as a part of a series.

Elaborate plans for advertising the series and designs for posters, lobby displays and everything which is necessary for an exhibitor to put over any excellent picture are now being prepared and will be ready with the first feature early in May. Most of the stories have been written by Jacques Jaccard, under whose directoral hand they have shaped themselves into the same kind of swift-moving, tabloid drama which distinguished his work in the serials "Liberty" and "The Red Ace," and a number of dramas in which intensity and dramatic situations and kaleidoscopic action were very characteristic.

Although the final titles of the majority of the pictures have not yet been decided, the first one will definitely appear under the title "A Prisoner for Life." The story introduces "Cyclone Smith" in disgrace. He is endeavoring to effect a consolidation of water-rights which will establish a power-plant in a town where he is not known, but the citizens look with alarm upon his venture and take the first opportunity to burn his cabin and run him out of town.

"LURE OF THE CIRCUS" increases patronage twofold

St. Louis, April 5, 1919.

Universal Film Company,
2116 Locust Street,
St. Louis.
Dear Mr. Rosenthal:—

It is, indeed, a pleasure to apprise you of the fact that your "Lure of the Circus" happens to prove the most pleasing and alluring serial that I ever booked at the Elite Theatre. The patronage, on the evenings I show the serial, has increased two-fold. I can't say this in favor of any other serial that I ever ran.

No less can I add to the above by confessing that this serial has also had its effect by increasing my daily attendance. It keeps up the sustaining interest, and the favorable comments I get from my patrons assure me that it will prove an unexcelled winner until the last episode is completed.

Truly yours,

PALMA FARR,
Elite Theatre, St. Louis, Mo.

THE MOVING PICTURE WEEKLY

A MAGAZINE FOR MOTION PICTURE EXHIBITORS

Published Weekly by the MOVING PICTURE WEEKLY PUB. CO.
1600 BROADWAY, NEW YORK CITY

PAUL GULICK, *Editor* JOE BRANDT, *Bus. Mgr*

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Vol. 8. APRIL 26, 1919. No. 10

SO LONG, PETE!

SOME time ago a picture contained a scene showing a man who was so good that he went up to the golden gate and had St. Peter stick a nice fresh young halo on his head.

A censor saw it and was horrified.

So the order came to "Eliminate St. Peter."

Poor old Pete.

After all these years of waiting at the gate and fitting halos to all sorts and conditions of heads, guaranteeing the quality of each and every halo to be equal to the very best Stetson—he is now cast out of the movies! He has been eliminated. No use for him to strike for a job at any picture studio. He is simply persona non grata, which is Italian for "Beat it."

Never can he strut beneath the glaring Cooper-Hewitts! Never will he hear the sweet and gentle tones of the director begging him in mildest Californese to "gettellouttahere!"

Never can he sit in a picture house and see himself on the screen. Never will he know the delicious sensation of hearing a sweet young thing sitting next to him exclaim as he appears on the screen, "Oh, you Patsy!"

He done got 'liminated!

Never will we be able to issue gorgeous posters announcing "POSITIVELY THE FIRST EARTHLY PERFORMANCE OF THE ORIGINAL ST. PETER. Guaranteed to be the original Pete of Golden Gate, inventor and sole patentee of the Justly celebrated Self-fitting Halo." He is eliminated, and if you don't know how humiliating it is to be eliminated, just eliminate yourself some time and see how it feels.

WHAT NEXT! Where will censorship stop? It has the finest little self-starter on earth, but who will furnish it with a good self-stopper?

It has eliminated good old Pete. Pardon us while we shed a prop tear for Mr. St. Peter. He was a good old guy till he done got 'liminated. So long, Pete!

THEY HAVE NOT CHANGED.

From St. Louis Post-Dispatch, November 1, 1915.

The Post-Dispatch believes in free speech and free writing, with individual responsibility for violation of law. We have never favored censorship of any kind—speech, press, drama or literature. The public is a sufficient censor of productions that violate good taste and offend the moral sense.

From the Times, Pawtucket, R. I., January 3, 1916.

The bill creating federal censorship of moving pictures, now in the hands of the House committee, belongs in the category of avuncular legislation. The people won't go far astray in deciding for themselves what is proper and what is improper in filmdom. Uncle Sam has taken the trouble of regulating morals on more than one previous occasion, and he has proven himself a conspicuous failure at such work.

From Telegram, Bridgeport, Conn., September 28, 1915.

Freedom of speech in this nation applies to the graphic and the photographic as well as the vocal arts. In Russia "they can suppress a picture, not only a picture, but a photoplay or drawing," just because the government does not like it. We cannot do so in this country. The community, however, has a right to protect its morals. The chief of police is officially and really the censor, and it ought to be left to him without interference.

From Gazette, St. Joseph, Mo., December 15, 1915.

The censor rejects merely because he personally does not approve of the picture. He approves for the same reason. The pulpit was almost unanimous in commending the film pictures of John Barleycorn, yet it contained more drinking scenes than any other photoplay made. Local or national censorship fails. At present no two people will agree.

COMING! COMING! COMING!

The King Pin Serial Box Office Attraction of them all. The World famous "GENTLEMAN JIM"

JAMES J. CORBETT

in the UNIVERSAL Serial Thriller—

"The MIDNIGHT MAN"

Wire your nearest Universal Exchange Now for reservation

Ask your exchange all about the Universal's big, new Challenge Serial "Elmo the Mighty"—Starring Elmo Lincoln, Star of "Tarzan of the Apes" and Grace Cunard

That Bluebird Scheme

No. 234 Straight from the Shoulder Talk By Carl Laemmle, President, Universal Film Manufacturing Company.

IT'S more than gratifying to be able to say that exhibitors everywhere are showing a keen interest in the new Bluebird plan, whereby 67 of the finest Bluebirds ever released are offered to exhibitors on a booking plan that constitutes probably the most amazing value on the whole market.

It is proof that a great many exhibitors have come down out of the clouds; and that they are doing their booking on a commercial basis AT LAST!

You can OPERATE AT A MINIMUM COST ALL SUMMER if you will adopt the Bluebird plan. You don't have to gamble on the quality of any picture

you book, because every single picture of the 67 is a PROVEN SUCCESS. Every one has been praised by critics, exhibitors and the real judge----the public.

The more you book of the 67, the less the cost to you per picture.

That's the whole story in a nut-shell. It's one of the oldest and most firmly established principles of business.

Every picture in the lot is as good today as it was the day it was released; and you have a list of stars that is simply remarkable. If the picture has not been shown in your neighborhood, its age doesn't detract one penny from its value because, as you are aware, not one fan in ten thousand knows when a picture was released. All he wants is good entertainment, and better entertainment was never offered than you will find in these 67 hand picked, carefully chosen BLUEBIRD SUCCESSES.

Our advertising department has issued a little folder telling the whole story, giving the list of plays and the list of stars. If you don't know the whole story, ask the nearest Universal exchange for a copy of the folder.

The plan is sensational and it is the only scheme I ever heard of that will enable you to CUT DOWN YOUR OPERATING COSTS RIGHT AWAY without sacrificing a single bit of pulling power. Book enough of the 67 Bluebird successes to get the price 'way down, then treat them just as enthusiastically as you would trea much higher priced pictures and TURN YOUR SUM MER BUSINESS INTO A REALITY OF PROFITS INSTEAD OF A NIGHTMARE OF LOSSES.

The World

SCENES FROM INTERN[illegible] RENT EVENTS, AND HEA[illegible]S

1—*Admiral Sims is greeted upon his return to America by his wife and three of his children, Margaret, Adelade and Wm. S., Jr. The two younger children will greet him at Newport, R. I., where he returns to take up the presidency of the United States Naval College.*—International News.

2—*Line of baby tanks, or chariots, being put thru a final drill prior to the next big drive which they will undertake, the Victory Loan.*—Hearst News.

3—*One of Uncle Sam's traveling fortresses, similar to those which put the final dent into the Hindenburg Line. This one is at Camp Mead, Md., busy preparing for its work in the Victory Loan Drive.*—International News.

4—*General Pershing reviews the Second Division at Vallendae, Germany. The Commander-in-Chief bestows decorations upon the members of the Fifth and Sixth Marines, who formed part of the Division.*—Hearst News.

5—*American flag flying over Germany's invincible Key Fortress on the Rhine, and American Guard in the sacred drilling-ground of Ehrenbreitstein.*—International News.

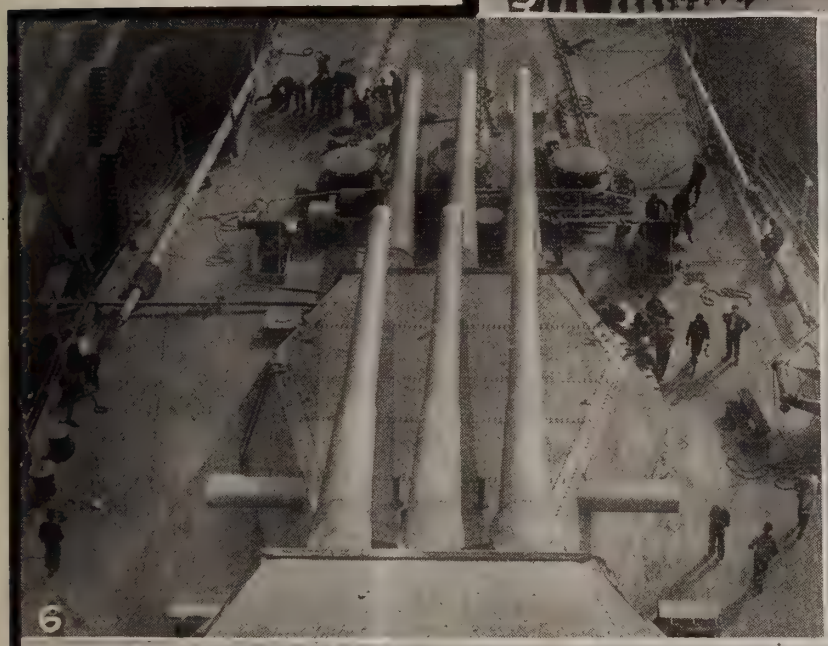
6—*Uncle Sam's new naval leviathan, Idaho, a super-dreadnaught of 32,000 tons, making its first visit to New York. An unusual shot, looking down at the forward twin turrets which mount three sixteen-inch rifles.*—Universal Current Events.

On The Screen

NAL NEWS, UNIVERSAL CUR-
EWS, No. 15.

7—*Squadron of battle-planes, including two captured German Fokkers, bombard New York to awaken interest in the Victory Loan Drive.* —Universal Current Events.

8—*With no more Huns to contest their superiority, the doughboys located in France decide the football championship. The 89th Division, after a desperate battle, captures the honors of the day from the 36th Division. The game was played in Paris.*—Universal Current Events.



Better than a Gold Mine

IN many letters written to the Universal Home Office and Exchanges we have found such expressions on MARIE WALCAMP in "THE RED GLOVE" as "Better than a gold mine," "Softest picking I ever had on any serial," "Beats picking nuggets right off the top," etc., etc., etc.

Exhibitors who have to pay cold cash for serials don't usually boost that way, neither does any other merchant, no matter what he sells—UNLESS the goods he is selling are bringing him home the money.

And MARIE WALCAMP in "THE RED GLOVE" is bringing home more money with less effort to

exhibitors than any serial they have played in months and months and months.

Because of more facts than one. Because———

MARIE WALCAMP

in the Box Office Serial Winner:

"THE RED GLOVE"

has more downright artistry, more real class, more red-blooded thrills and high-pressure situations than any serial since "THE LURE OF THE CIRCUS," featuring Eddie Polo.

Not a single day passes but what letters come in from exhibitors, thanking the Universal for producing such a superb, consistent, week-after-week money-getter.

If you haven't played this serial you're in line for one of the biggest three-month profit-making seasons you've had in years. Your nearest Universal Exchange will show you what's prepared in the way of advertising, posters, lobby displays to make money-getting with "THE RED GLOVE" as easy as rolling off a log. Truly, "THE RED GLOVE" is better than a gold mine, for you don't even have to stoop to pick up the gold. You get it handed to you thru your box office window for eighteen successive weeks. BOOK IT.

Breaking all former serial booking records. Get your share. Book it immediately thru any U Exchange

"Heads Win" -- A Tremendous Hit

Industrial Department of the Universal shows I. C. S. five-reeler in Scranton to turnaway business and books it to the Bureau of Commercial Economics and to all exhibitors.

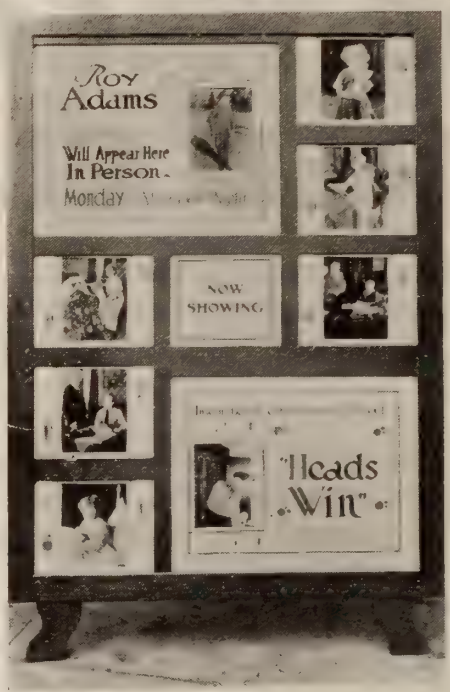
IT is an unusual thing for a film made on order as an industrial to start on its career with the oration and all round success which attended the launching of "Heads Win" at the Strand Theatre in Scranton, Pa. But "Heads Win" is an unusual film and the Industrial Department of the Universal is acquiring a reputation for doing brilliant and unexpected things. In the first place, "Heads Win" is a five-reel production which cost every bit as much as the average five-reel drama now on the market and it was produced from a highly exciting and dramatic scenario, with a real story, real actors and all the advantages which the finest features enjoy. The result is a drama of actual incident and human emotion as poignant and as appealing as life itself. The fact that the basic idea is the carelessness of a workman toward any development of his own mental resources by home study, and that that fact is particularly abhorrent to the International Correspondence Schools, need not bother any exhibitor who once knows that fact. Many a feature he has run has had a much less wholesome theme, and he has run many which have not had a quarter of the ability to inspire and uplift his audience. "Heads Win" will return any exhibitor a hundred-fold the "price of admission."

"Heads Win" was produced under the supervision of Harry Levey, head of the Industrial Department, with a cast which includes Roy Adams, formerly leading man for Alice Brady, Miss Eva Gordon as leading woman, and Irma Ward, one of the most famous of child actresses. M. E. Camerford, manager of the Strand Theatre, where the first, showing was made played and advertised Billie Burke in a recent feature as an added attraction, as shown in the advertisement on the next page.

The Scranton Republican, Tuesday, April 8, 1919, said:

"Heads Win" is Fine Picture.

"Heads Win," the International Correspondence School story, shown yesterday at the Strand Theatre for the first time on any screen is a recital of the evolution of a man from a plodder, barely able to hold his place and earn a livelihood, to a position of great efficiency and commanding power. This wonderful change came, after years of discouragement, because



The lobby display for "Heads Win."

he elected to study, made himself efficient, and in a great emergency was able to show his employers that he was "the man of the hour" and a proper subject for promotion to a position of responsibility and trust.

It is, in fact, a true story on the screen of what the I. C. S., Scranton's wonderful educational institution, has been doing for the men and women of many lands throughout the twenty-eight years that it has been such a notable feature of local activities and one of the most widely known of world enterprises.

It possesses two remarkable, extremely absorbing features which caused the great audience that gathered at the Strand yesterday to watch it with bated breath. It tells a human interest story, heart gripping, in which the pathos is intermingled with the practical, emotion with comedy, and at the same time it gives those watching it a fine idea of the great plant of the I. C. S. in this city as well as of the machinery and the devices used in institutions. The picture in itself is highly educational and as such will win recognition.

There is another matter deserving of special mention. For the first time, on any screen, in the history of the moving picture industry, an educational film was made the principal feature on the program at a leading theatre.

The first performances were made notable by the presence of several guests of wide reputation. These included Dr. Francis Holley, a man with a most remarkable career, who is the director of the Bureau of Commercial Economics of Washington, D. C., which is the official organization for the distribution of moving pictures to be exhibited throughout the world free of charge. Others there were Harry Levey, manager of the Industrial Department of the Universal Film Company, which prepared the picture; Preston Kendall, under whose direction the picture was made, and Roy Adams, the leading man of the company engaged to do the acting. The story of the picture is from the pen of G. Lynn Sumner, of Scranton, head of the publicity department of the International Correspondence Schools.

All of these, with the exception of Mr. Kendall, who positively refused to appear, were introduced to last evening's audiences and made brief addresses, being received with great enthusiasm. In his short talk, Mr. Sumner stated that arrangements were completed yesterday for the presentation of the picture in eight thousand of the theatres of this country, so that it is expected that during the next year it will be exhibited before twenty-six million people.

Dr. Holley, in his official capacity, ordered twenty of the pictures to be exhibited in this country; and soon will purchase eighteen more to be thrown on the screens in various countries of the world.

"Heads Win" tells the story of Jim Godfrey, who was employed in a humble capacity at the works of the Goliath Electric Company at Springfield, N. J. When he sought to advance himself to an assistant foremanship he was rejected because of his lack of knowledge of any useful occupation. He lost his temper when he was "turned down," was dismissed from his position, and when he sought a new one, found many doors closed to him because he was incompetent to perform skilled work. His wife induced him to take a course with the I. C. S. Electrical Engineering was his selection, and he studied so faithfully and so well that while acquiring

information he was returned to his old position at the Goliath works and became efficient at his unimportant task. His industry and growing efficiency attracted attention and he was made assistant foreman. While holding this place his opportunity came when there was a break in the machinery of a great drawbridge, electrically controlled. There was need of immediate service and this was performed by the assistant foreman, who, fortified by his course in electrical engineering, found the source of trouble, corrected it and won for himself the assistant superintendency of the mammoth plant at which he was employed.

There are many details connected with the story, much of which have to do with the misery of Godfrey's devoted wife and the suffering of his little daughter, the latter being impersonated by one of the ablest among child-actresses, tiny Irma Ward. The part of the wife and mother is most sympathetically and effectively assumed by Miss Gordon.

The Scranton Times, of the same day, says:

"Heads Win" attracts crowds to the Strand. I. C. S. Film scores heavily with packed audiences at popular motion picture house.

Hundreds of persons witnessed the showing of the motion picture entitled "Heads Win," at the Strand Theatre yesterday afternoon and last night. The film portrays a story of the International Correspondence Schools of this city, and is the recital of the evolution of a man from a plodder barely able to hold his place and earn a livelihood to a position of great efficiency and commanding power. The film will be shown again this afternoon and to-night.

There are hundreds of Scrantonians shown in "Heads Win." The first performance shown yesterday was made notable by the presence of several guests of wide reputation.

M. E COMERFORD
AMUSEMENT COMPANY
GENERAL OFFICE
REGENT THEATRE BUILDING
SCRANTON, PENNSYLVANIA

April 7, 1919.

Universal Film Mfg. Co.
1600 Broadway,
New York City

Educational Dept.

Gentlemen:-

"HEADS WIN" the Universal five reel feature played two days in my theatre, The Strand at Scranton, Pa. and broke all records for that house.

I have booked it over my entire circuit of 30 theatres and can heartily reccomend it to any of my fellow exhibitors throughout the country, as one of the best Educational productions on the market.

Thanking you for the opportunity of running this picture, I am

Yours very truly

M E Comerford

M.E.Comerford Amusement Company

Read this letter from the manager of the Strand, which booked "Heads Win."

The Strand in Scranton called on the police force to keep the streets clear in front of the house for two days while "Heads Win" was playing.

STRAND TODAY TUESDAY

The first showing on any screen.

"HEADS WIN"

Produced by Universal especially for International Correspondence Schools.

Many scenes taken in Scranton with hundreds appearing in the picture.

ROY ADAMS, STAR IN "Heads Win" will appear in person this afternoon and evening.

EXTRA ADDED **Scranton's favorite in pictures, BILLIE BURKE in "GOOD GRACIOUS, ANNABELLA."**

This is the way all the ads read. Billie Burke got a small look in as added attraction.

The Chicago Herald says:

"Roll 'The Man Without a country'--'The Bird of Paradise' and 'The Man Who Came Back' into one motion picture and you have what Monroe Salisbury does this week in 'The Light of Victory' at the Casino. Every 'gob' in this town of 'gobs' and every 'gobs' sweetheart will like it, the sweethearts particularly for they will imagine their swain in the harassed navy uniform of Monroe going through all the weaknesses and heroism of his role. This film ends with a *throb* and a *kick* that very likely will persuade you to *stay through the program again.*

"The LIGHT of VICTORY"
THE DRAMA OF A LOST SOUL WHO WON DEATHLESS GLORY
featuring
Monroe Salisbury
A
UNIVERSAL SPECIAL ATTRACTION
Don't Miss This Great Photo Play
See it at your nearest Universal Exchange today.

The biggest attraction in western pictures that you can put on your screen --he's human!

HARRY CAREY

in "A FIGHT for LOVE"

UNIVERSAL SPECIAL ATTRACTION

M B RANDALL

Mae Murray in
"The Scarlet Shadow"
the story of a girl who suffered because of her mother's sins
Lyons-Moran comedy
Universal Current Events and orchestra concert
SUPERBA.

5-*column*—Los Angeles Record.

Special Attractions Are Hitting The Mark

CAREY BEST WESTERN ACTOR ON THE SCREEN TODAY.

Waterloo, Iowa, April 8, 1919.

Universal Film Exchanges, Inc.,
Des Moines, Iowa.
Dear Mr. Frisch:—

I have just finished a two day run of your latest production entitled, "A Fight for Love," featuring, to my judgment, the best Western character actor on the screen today, Harry Carey.

This production, from every standpoint, is one of the best of its type that has ever seen production, the story intensely interesting, the acting superb, the photography excellent and the settings the most beautiful I have ever seen. Since taking over the management of the Palace (which is the highest classed theatre in Waterloo) I have always "laid off" of Western subjects, but I certainly will have to admit that I regret very much that I did not get tied up with a "Harry Carey" contract long ago.

(Signed) CHAS. L. McGUIRE,
Manager Palace Theare,
Waterloo, Iowa.

P. S.—I might add, Mr. Frisch, that I played this picture to capacity business two days.

ALWAYS FEELS GOOD ON UNIVERSAL NIGHT.

Sherman, Texas, Feb. 11, 1919.
Consolidated Film & Supply Co.,
Dallas, Texas.

Gentlemen: Allow me to congratulate you on your Universal Special Attractions, especially the productions in which Miss Priscilla Dean is starring. I have run "THE TWO SOUL WOMAN," "KISS OR KILL" and "THE WILDCAT OF PARIS," and I want to say that each one has drawn a larger house than the one preceding and my patrons are all anxious to know when I will show Miss Dean again. I would advise every exhibitor to book Priscilla Dean, and it will insure them a big house and a satisfied audience. I always feel good on Universal night.

Thanking you for the good service I am getting, I remain,

H. O. JONES,
Washington and Gem Theatres,
Mose Weinstein, Mgr.

Morning Oregonian, Portland, Ore.

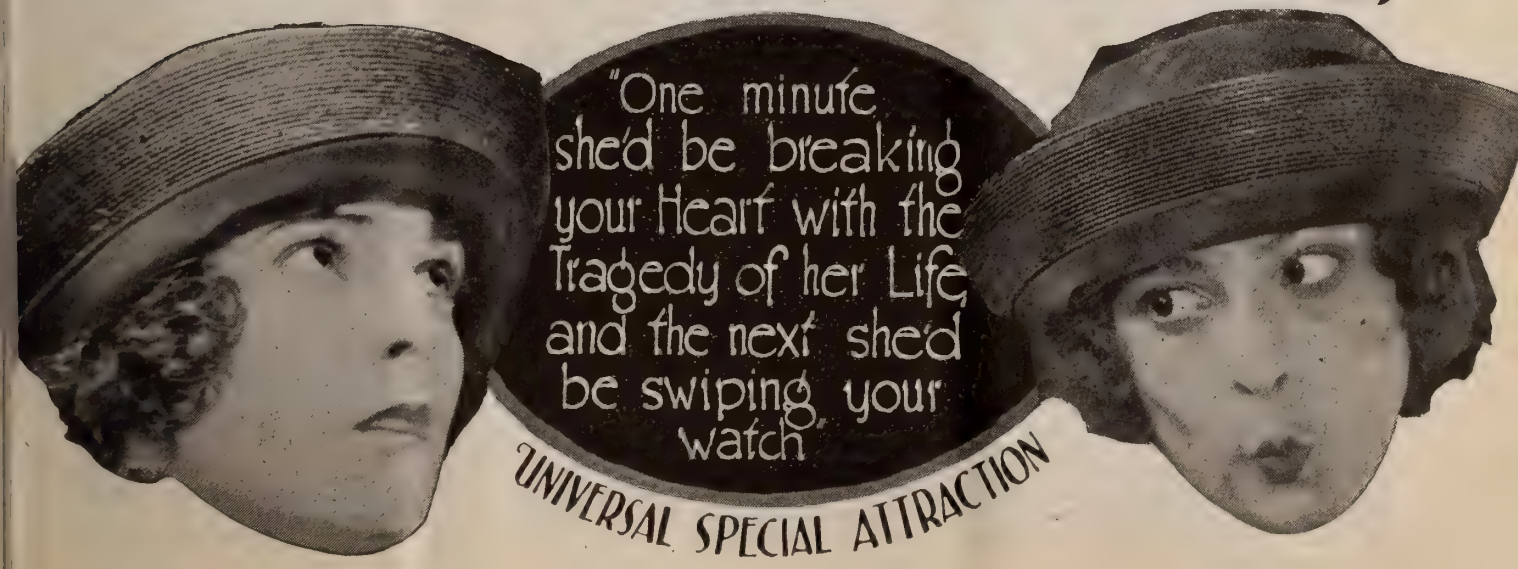
Five-column adv. in Portland Oregonian.

5-*column*—Los Angeles Herald.

Priscilla Dean

WHEN a new star can put over four wonderful box-office triumphs for the Exhibitor in the short space of three months and create a new source of revenue for the picture business both actress and plays must, unquestionably, be far above the ordinary. "THE WICKED DARLING" is the second one of PRISCILLA DEAN'S marvelous successes—see it—book it today, or you'll simply be losing money. It's great!

"The Wicked Darling"


"One minute she'd be breaking your Heart with the Tragedy of her Life and the next she'd be swiping your watch
UNIVERSAL SPECIAL ATTRACTION

Publicity for "The Exquisite Thief"

ABOUT THE STAR

The story of Priscilla Dean's rise to stardom reads like an up-to-date novel by Horatio Alger, Jr., with a girl as the principal character — if such a piece of literature can be imagined.

The star of "The Exquisite Thief," the Universal Special Attraction, which will be shown ..... at the ..... Theatre, owes her rise to hard work and persistence, the time-tried virtues that proved so efficacious in the case of "The Erie Train-Boy" and "The Boy Acrobat." There was nothing of the fairy godmother stuff in Priscilla's success.

She started as an "extra"—and is proud of it. For that reason she is the idol of the great army of aspiring novices who either yearn to get into pictures or who have mounted the lowly first rung of the ladder of success, and are furnishing "atmosphere" at $3 a day.

Miss Dean was born twenty years ago in New York. She is of Irish parentage, and proud of that, too. Her mother was an actress, and Priscilla made her debut at the age of four in Joseph Jefferson's "Rip Van Winkle" company. After touring the country as a child actress in Ben Greet's Shakespearean company Miss Dean attended convent school, but at fourteen returned to the stage in support of James Hearne in "Hearts of Oak."

It was a few years later that she decided to go into pictures. Not being invited to go at a large salary, she went anyway and took what she could get. That was an extra's precarious and intermittent wage with the old Vogue company.

After a short time in the East Miss Dean joined the migration to California and eventually wound up at the Universal lot. She was still a long way from being a star, and was appearing in minor parts in comedies. But the Horatio Alger tactics, resolutely applied, lifted her step by step up the ladder aforesaid, until finally she became a really and truly star.

Even then she was given no especial boosting until one marked success after another lifted her to the very forefront of emotional actresses. "The Wildcat of Paris," "The Brazen Beauty," "Kiss or Kill" and "The Silk-Lined Burglar" firmly established Miss Dean in the public favor. She has been called, with truth, "the star who made herself."

PLAYING WITH FIRE

Priscilla Dean has been playing so many crook parts of late that people are beginning to think she really must be a criminal. The other day a tract turned up at her dressing room at Universal City urging her to repent of her sins before it was too late. Another incident that made her think seriously that she had better forsake underworld parts was the arrest of a girl check-worker who gave her name as Priscilla Dean.

The girl was arrested at Oakland, Cal., and either as a joke or because she thought there might be luck in pretending to be one who on the screen is constantly wriggling out of the law's clutches, appropriated the star's name.

The report quickly spread about Oakland and San Francisco that the motion picture star had succumbed to the temptations due to pretending to lead a life of crime. Many wiseacres said that a girl who could play a criminal so convincingly could not be really honest. When the prisoner was arraigned in court the whole story came out.

Miss Dean's latest picture, "The Exquisite Thief," based on a story by Charles W. Tyler, will be shown at the ..... Theatre next .....

MATINEE IDOL ON SCREEN

"The Exquisite Thief," Priscilla Dean's latest Universal Special Attraction, which will be shown ..... at the ..... Theatre, presents as leading man one of the foremost matinee idols of the stage.

He is Thurston Hall, who formerly appeared in support of Lillian Russell (in "Wildfire"). Marguerite Clark, Amelia Bingham and Charlotte Walker. Perhaps most theatregoers will remember him as "Ben Hur" in General Lew Wallace's record-breaking play of that name. Mr. Hall's last appearances on the stage were in "Love o' Mike" and "Have a Heart."

J. Gordon Edwards persuaded Mr. Hall to desert the stage for pictures, casting him in the part of Marc Antony in Theda Bara's "Cleopatra." The former matinee idol admits frankly that he prefers acting on the stage, but that the advantages of home life afforded by motion pictures more than reconcile him to leaving his first love.

Mr. Hall is a Bostonian and had prepared to enter Yale before he decided on a stage career. He is a lover of outdoor life and his particular hobby is the breeding of fancy rabbits.

BROWNING SCORES AGAIN

Tod Browning, who directed Priscilla Dean in her latest Universal success, "The Exquisite Thief," was responsible for two of her previous hits, "The Brazen Beauty" and "The Wicked Darling." "The Brazen Beauty" was the first of the phenomenally successful series of photoplays that put Miss Dean into the front rank of motion picture stars.

Browning is a veteran of the spoken stage, having toured the world at the head of "The Lizard and the Coon" company. Later he played in "Mutt and Jeff" and "The World of Mirth." He entered pictures as an actor, but soon was attracted to the directing end of the profession.

He was connected with Biograph in the old days, when David Griffith was starting Mary Pickford, Norma Talmadge and other present-day stars on the road to fame and fortune.

"The Exquisite Thief" will be shown ..... at the ..... Theatre.

NOTES DURING THE SHOWING

Priscilla Dean, the star of "The Exquisite Thief," which is now showing at the ..... Theatre, recently invented a dance known as the "Priscilla Dean Prance." It is extensively practiced around Los Angeles country clubs and hotels.

Thurston Hall, Priscilla Dean's leading man in "The Exquisite Thief," her newest starring vehicle at the ..... Theatre this week, has said farewell to the spoken drama, in which he starred under Oliver Morosco's direction.

Priscilla Dean, who is seen in "The Exquisite Thief" at the ..... Theatre this week, has an ambition to become a theatre owner. The clever Universal star thinks it would be lots of fun to run a show herself and see how the public enjoys her pictures compared with those of other feminine stars. Priscilla goes several times to see her own productions when they are shown in Los Angeles, just to hear the comments of the fans and see where she can improve on her screen artistry.

Priscilla Dean, who stars in "The Exquisite Thief," at the ..... Theatre this week, is treasuring a novelty sent to her by a fan admirer. It is a statuette of a mountain lion with her own face reproduced on the head of the animal. On the base is printed, "Priscilla Dean, the Wildcat of Paris."

PRISCILLA DEAN

— the Exhibitors' Star —

in

"The Exquisite Thief"

A UNIVERSAL SPECIAL ATTRACTION

Priscilla
in her new UNIVERSAL

DEAN

SPECIAL ATTRACTION, "The

EXQUISITE THIEF"

HARRY CAREY

"ROPED"
"A FIGHT FOR LOVE"

UNIVERSAL SPECIAL ATTRACTION

MARY MAC LAREN

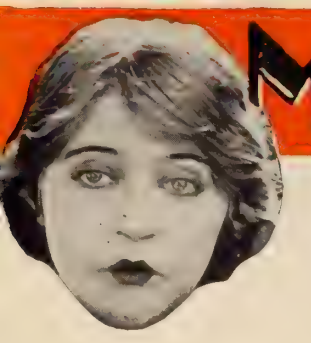
"CREAKING STAIRS"
"THE AMAZING WIFE"

UNIVERSAL SPECIAL ATTRACTION

MONROE SALISBURY

"THE LIGHT OF VICTORY"

UNIVERSAL SPECIAL ATTRACTION



MAE MURRAY

"DANGER GO SLOW"
"WHAT AM I BID?"

UNIVERSAL SPECIAL ATTRACTION

THERE are two kinds of NET. One is net profit—the other is the net of the 52-weeks-contract—don't get caught in it!

Universal Special Attractions net profit the exhibitor more than any other brand of pictures simply because the Stars, while nationally popular, are rationally paid—because the Directors are masters of their art—and because we have the very important mechanical equipment. As a result, Universal Special Attractions draw bigger money in proportion to their cost to you than any other productions.

For this reason, we don't need any 52-weeks contract. When you hear of, say, Campbells Soup insisting on the grocer buying a case every week for 52 weeks or none at all, you may expect the Universal to force the contract scheme on you, but not till then. Until that far-off day, we prefer to have you consider a Universal Special Attraction as standard goods—the best for the money—buy it when you want it. But you generally want it.

UNIVERSAL FILM MANUFACTURING CO. CARL LAEMMLE, Pres.
1600 BROADWAY, N. Y.

Service Page for "The Exquisite Thief"

AT A GLANCE.

SUBJECT—"The Exquisite Thief.

LENGTH—Six reels.

STAR—Priscilla Dean.

PREVIOUS HITS—"The Wildcat of Paris," "The Wicked Darling," "The Silk-Lined Burglar," "Kiss or Kill," "She Hired a Husband," etc., etc.

DIRECTED BY Tod Browning.

STORY BY Charles W. Tyler.

ORIGINALLY APPEARING IN Detective Stories Magazine.

SCENARIO BY Harvey Gates.

SUPPORTING CAST—Thurston Hall, Sam DeGrasse, J. Milton Ross and Jean Calhoun.

LOCALE—The underworld. A fashionable home during a brilliant social function. A mountain cabin.

TIME—The present.

THUMB-NAIL THEME—The reformation of an international confidence man and a notoriously successful feminine jewel-snatcher who meet at a society function at which the betrothal of the man and a social butterfly is to be announced.

Priscilla Dean, who will appear as star in "The Exquisite Thief," a six-reel crook drama of the underworld at the ..... Theatre next ..... besides being an expert auto racing pilot, is a lover of good horseflesh.

Story by Chas. W. Taylor.

Directed by Tod Browning.

CAST.

Blue Jean Billie.....Priscilla Dean
Algernon P. Smythe.....Thurston Hall
Detective Woods.....J. Milton Ross
Shaver Michael.....Sam De Grasse
Muriel Vanderflip.....Jean Calhoun

FOR THE HERALD

Blue Jean Billie was the cleverest crook in town. Shaver Michael obeyed her faithfully, risking his life when she bade him. And so she lived in luxury, a bane to the life of every detective on the force—by day a young woman of wealth and leisure, by night a thief whose ingenuity was exceeded only by her audacity.

Then came the big coup. All looked up in consternation as a cool voice called "Hands up!" and saw a slip of a girl looking calmly along the barrel of a revolver.

The jewels fell into her eager grasp, she dashed breathless from the house.

But Algernon P. Smythe, a clever swindler, followed. Cornered at last in the depths of the forest, fighting desperately to evade the tightening coils of the law, Blue Jean Billie came to a great resolve.

To find out what it was you must see "The Exquisite Thief," starring Priscilla Dean, which will be seen here .....

ADVERTISING CATCH LINES

The greatest crook drama of them all, with a most adorable star in Priscilla Dean.

He loved this wicked "will-o'-the-wisp" so much that he risked everything and walked into the trap she set.

She burned the midnight oil thinking up new methods of relieving the rich of their wealth.

She studied not the books of knowledge, but the text of crime.

Blue-Jean Billie, who was so great a crook that not even her underworld companions knew of her activities, succumbs to her "littlest enemy" and Cupid chalks up another victory.

A graphic underworld story built around the dynamic Priscilla Dean.

Priscilla Dean and heart-breaker Thurston Hall in a brilliant, wholesome, tender drama of the "world's under side."

ADVERTISING PUNCHES

1—Do not hesitate to advertise the name of the star, for Priscilla Dean is gaining popularity at every tick of the clock.

2—Play up the immense success of such crook plays as "The Wildcat of Paris," "The Wicked Darling" and "The Silk-Lined Burglar." You can safely advertise that this picture is worthy of rank beside the previous three.

3—Play up the fact that this is a crook de luxe story—that it shows how high-class confidence artists and jewel thieves work.

4—Give some prominence to the elaborate settings, which range from the homes of the wealthy to the picturesque mountain cabin where Blue-Jean Billie maintained her retreat from the police.

5—Thurston Hall, Miss Dean's leading man, is well known as a former Morosco stage star. Don't forget to mention his name in your advertising and press stories.

6—Lay stress on the beautiful new "sequinade" gown worn by Miss Dean when she goes to hold up a fashionable banquet. It is unique and distinctive and was exclusively designed for the star's use in this picture.

7—Advertise the fact that the picture was directed by Tod Browning, who made "The Wicked Darling" and "The Brazen Beauty" and who was a former associate of D. W. Griffith.

8—Sam De Grasse, the screen's premier crook, has one of the finest roles of this type that he has ever filled, and handles it with his accustomed skill.

Those who see Priscilla Dean in "The Exquisite Thief," which plays at the ..... Theatre on ..... will want to see all the other Priscilla Dean features. They include "The Wildcat of Paris."

"The RED GLOVE" The CLUTCH of th
Illustrated by HY MAYER
"The RED GLOVE" IN the NICK of TIME
EPISODE No. 6
Illustrated by HY MAYER
"The RED GLOVE" GOADED to FU
Illustrated by HY MAYER
EPISODE

Hy Mayer's Cartoons for 5-6-7 Episodes of "THE RED GLOVE"

These drawings, reproduced in hundreds of daily papers, have been a feature of the success of "The Red Glove" exploitation in many cities throughout the United States and Canada.

"Billie" of "The Red Glove" becomes Miss Willa

"HOW to be a hoyden and a society belle at the same time."

That's the title of a volume Marie Walcamp, serial star of "The Red Glove," may take it into her pretty head to publish before she embarks on a new vehicle—and if she does she will have ably demonstrated her ample qualifications in the Universal super-serial in which the transcendent histrionic art of the actress is expressed both as the slap-bang, wild and woolly girl of the golden west and as the well-poised, cultured society miss surrounded by a coterie of ardent admirers.

For in "The Red Glove," Billie (Miss Walcamp) though reared in the oil diggin's of Limasito with Mexican peons and the poorest of white trash for companions, is taken from this environment by the visitation of good fortune into the highly seasoned, brilliant atmosphere of a big city, where she makes her debut as a member of the younger social set with her new-found family.

Miss Walcamp slips easily from bifurcated riding skirts into crepe meteor and satins, from flannel, open neck shirts and heavy boots to decollette evening gowns and pumps from the London booteries. And in her chameleon-like change from her habits in Limasito to her new existence in the city Miss Walcamp has recorded for the camera one of the most interesting of the season's sartorial expositions.

"Star Shows Unusual Talent; 'The Exquisite Thief' highly artistic"

Harrison says:-

Since the release of "The Brazen Beauty," the first picture that revealed the possibilities that lay in Priscilla Dean, each new production has been better than the last one.

In the review of "The Wicked Darling," the suggestion was made to you to keep an eye on offerings featuring this new find. That that recommendation was neither over-optimistic nor over-rated is evidenced from the results obtained in "The Exquisite Thief," a picture of the crook type. Here again she shows unquestionable skill. The picture is really the result of a strong and intelligent combination of star, director and author. The suspense, instead of being worked up gradually, starting somewhere from the middle of the picture, is in full force right from the beginning, and is kept up all the way through to the last scene. The last part of it is particularly thrilling; the rapid twists it takes, which place the heroine in and out of danger alternately, excite the emotions to a high pitch, but it ends in the way the spectator would wish, leaving a pleasant impression behind.

It is needless to say that the production is highly artistic from every angle. It seems that Director Browning has staked his all to produce a picture that is distinctive; and he has succeeded. Miss Dean's acting also hardly needs any praise; it is different than that of any other screen actress.

"The Exquisite Thief" may unhesitatingly be rated as a first-class production and the best one that ever featured Priscilla Dean. —Released April 28; length, 6 reels—P. S. Harrison.

MOTION PICTURE NEWS,
APRIL 19, 1919.

THE ACTRESS AND THE PICTURE THAT HAVE GIVEN THE EXHIBITORS OF AMERICA A NEW STAR WITH WHICH TO CROWD THEIR HOUSES

A UNIVERSAL SPECIAL ATTRACTION

SEE IT TO-DAY!

PRISCILLA DEAN in "The Wildcat of Paris"

Mae Murray in her most delightful feature, "The Delicious Little Devil."

MAE MURRAY AT HER BEST.

MAE MURRAY, that petite Universal star, has probably the most congenial role of her entire series of pictures made under the Big U banner in "The Delicious Little Devil," which will be her next Universal Special Attraction. Miss Murray plays the part of a little Irish girl, who becomes a celebrated dancer at a notorious roadhouse. In real life Miss Murray boasts of Celtic origin, and on the stage she gained fame as a danseuse before she fell for the lure of the screen.

When John Clymer and Harvey Thew, screen authors, wrote "The Delicious Little Devil" for the Universal star they had her ancestry and previous training in mind, with the result that the stellar part fits Miss Murray like a carefully tailored glove. Robert Z. Leonard directed, and Bertram Grassby, Rudolph De Valentino, Ivor McFadden, Richard Cummings and Edward Jobson assisted in support of the star.

"The Delicious Little Devil" opened at the Broadway Theatre in New York last Sunday and this is the way the Monday "American" referred to the picture:

"The Broadway might fittingly hang a great shamrock on its portals this week, for the Universal Company's comedy-drama, 'The Delicious Little Devil,' is a play of Irish hearts and humor. It presents Mae Murray in the role of a fearless little fighter named Kitty, who, to win success in cabaret work, assumes the name and reputation of a notorious French dancer, Gloria du Moire. The story has been given elaborate setting and is told in a fashion that never lags nor falters."

STURGEON DIRECTS MISS DEAN.

ROLLIN STURGEON, the director who first achieved fame through his "God's Country and the Woman," and later with "The Chalice of Courage," two big Vitagraph productions, and who more recently directed Dorothy Phillips in "Destiny" for Jewel Productions, has been engaged by Universal to produce "The Chatterbox," Bayard Veiller's new play which was purchased for Priscilla Dean. It is said that the author of "The Thirteenth Chair" and "Within the Law" received one of the highest prices ever paid for any motion picture story. Production has already started at Universal City and so interested is Mr. Veiller in the play that he is on the lot every day offering suggestions and working almost as hard as Sturgeon himself.

Special Attraction News Announcements

MODEL IN SALISBURY FEATURE.

Claire Anderson.

MONROE SALISBURY has just completed another of his Special Attractions, and it will soon be ready for release. The title decided upon is "The Blinding Trail." The story was written by Stuart Paton and John B. Clymer jointly, and was directed by Paul Powell. In it Salisbury has two leading women, Helen Jerome Eddy and Claire Anderson. Miss Eddy played with Salisbury in "Winner Takes All," a recent Bluebird. In the present feature she plays a most sympathetic character and affords just the contrast in type and action that is necessary to the other girl. The other girl is Claire Anderson, and in her first appearance as a Universal actress she made a strong impression. The girl can act. When Mrs. Irene Duncan, of Universal City's wardrobe department, saw Miss Anderson she declared she was the perfect model.

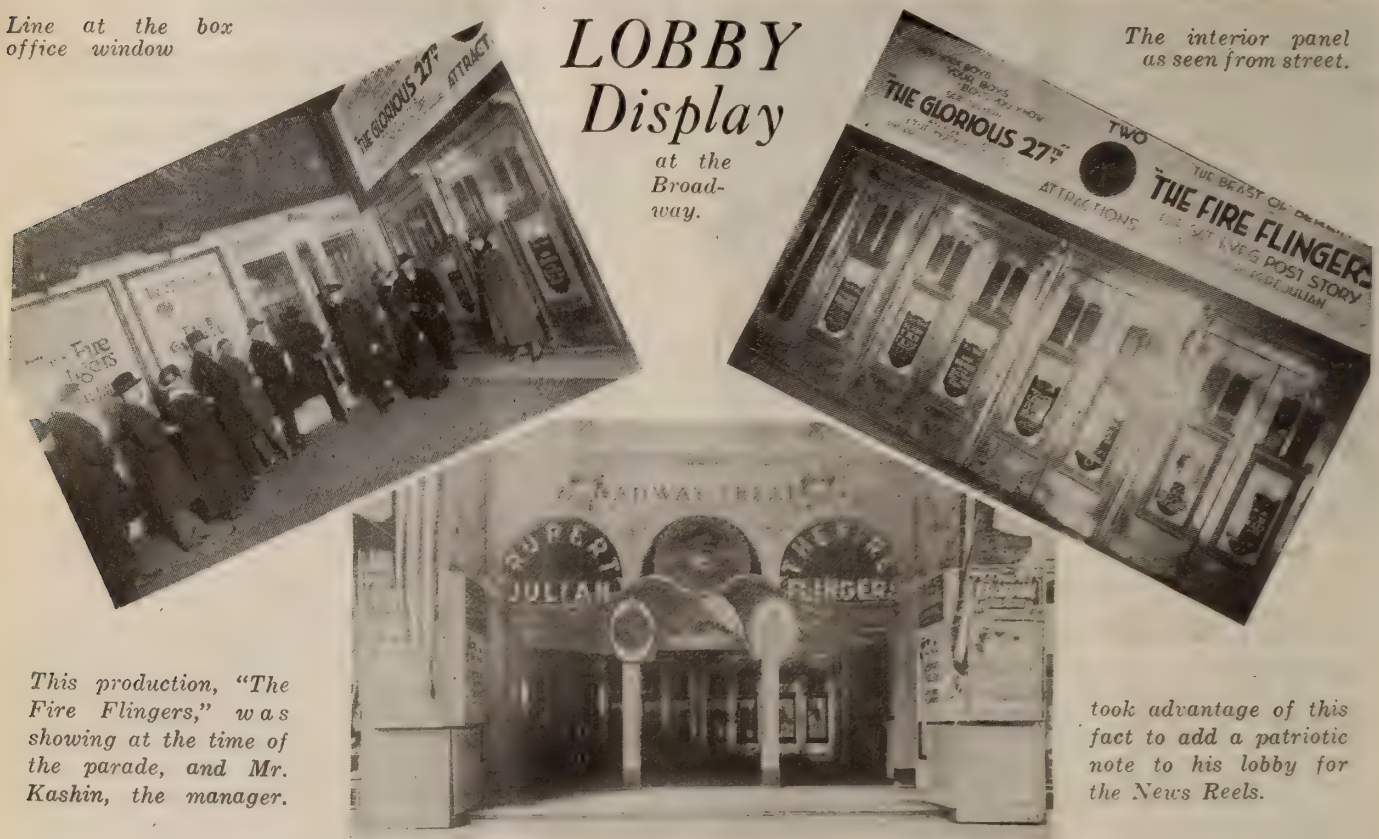
"I'll tell the world that's a good cover," admitted Priscilla Dean, star of "The Exquisite Thief."

Line at the box office window

LOBBY Display

at the Broadway.

The interior panel as seen from street.



This production, "The Fire Flingers," was showing at the time of the parade, and Mr. Kashin, the manager.

took advantage of this fact to add a patriotic note to his lobby for the News Reels.

What "The Fire Flingers" Means

ENVIOUS ones have frequently accused the Universal of putting undue emphasis on titles of their five-reel pictures and serials. The Universal admits the soft impeachment. Striking titles play a remarkably large part in the selling of moving pictures. Exhibitors have been unanimous in admitting the drawing power of Universal titles, a drawing power which adds sometimes fifty per cent. to the value of a meritorious film. A bad film with a good title is a boomerang. It naturally destroys the booking of the next film you want to place with an exhibitor, but Universal has been particularly fortunate in being able to back up its money-getting titles with real value in the features.

An interesting little story is connected with the title of the Rupert Julian Special which is just being issued. The title is "The Fire Flingers," by Willaim J. Neidig. The story itself was a long time in getting into print, but as soon as it was printed in the "Saturday Evening Post," picture people lost no time in endeavoring to buy it for the screen. Universal, however, was the successful bidder.

After the story had been read by the scenario people everybody said:

"Well, what does the title mean?"

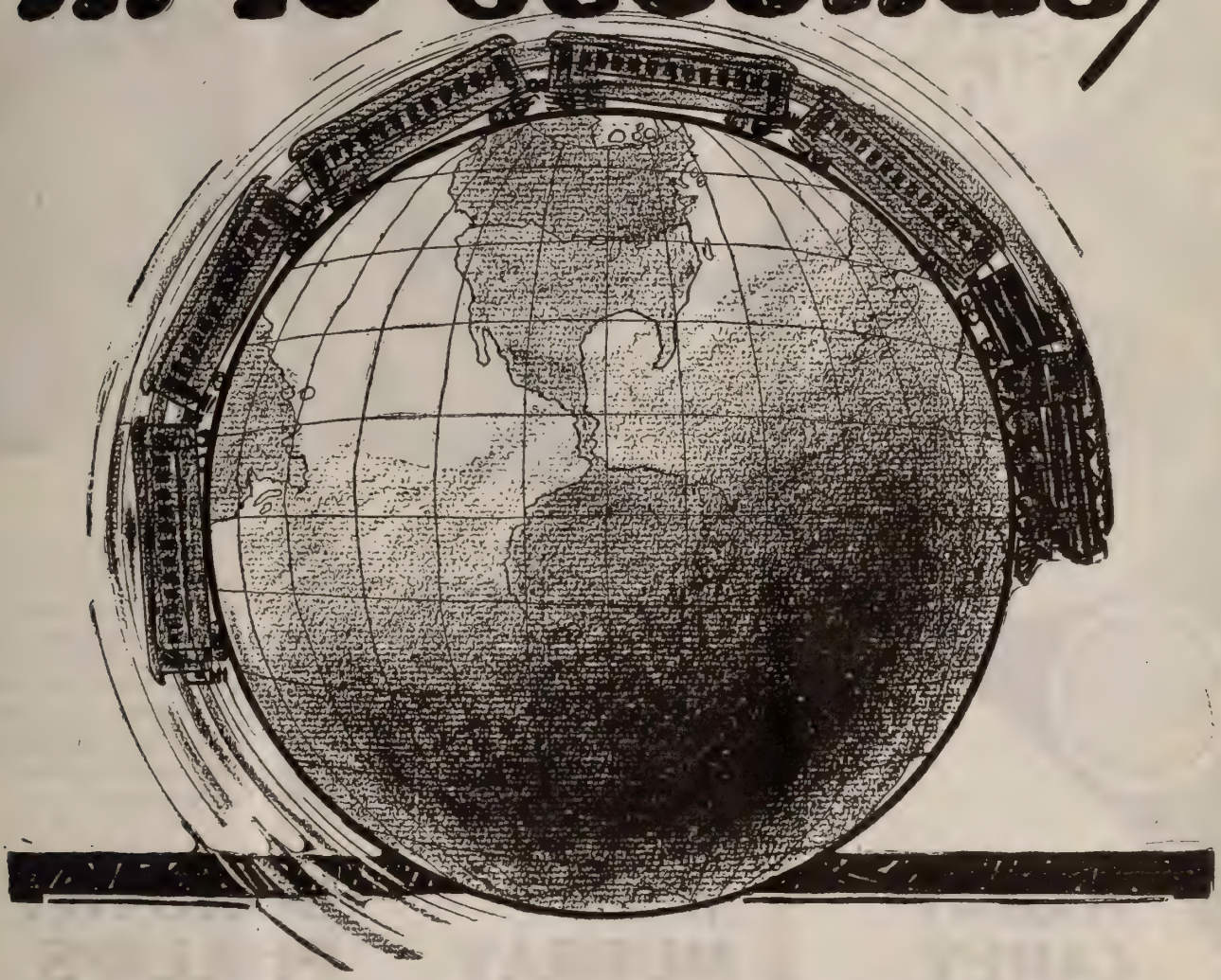
"I don't know, but it's a good title," and it went into production under its original title. When the picture came in from the coast and was viewed by the Solons of the Third Degree in the home office, everybody agreed that it was a corking good picture, and that the title was a remarkably fine title. Still, no one knew what the title meant. Finally the editor of the Moving Picture Weekly was commissioned to write to the author, Mr. William J. Neidig and ask him what significance the title carried. Mr. Neidig in a very polite answer complied with the request and herewith you will find his explanation of what a fire flinger is and why it is applicable to the magazine story and the film story. Here is Mr. Neidig's story in his own words:

"A fire flinger is one who starts something he cannot control. The man who imported the gipsy moth into America was a fire flinger. Western ranchers sometimes sow fire among the brush in order to clear a field; the result may be a forest fire bringing ruin to thousands. Such men are fire flingers.

"Likewise in the moral world. In the film story of "The Fire Flingers," as in the book story, Richard Hatton starts an action that gets beyond his control. This action involves the woman he loves, and it involves himself, whereupon he accuses himself of being a fire flinger. And because Chris Cotteril has stood at his shoulder, he also is a fire flinger."

WM. J. NEIDIG.

Around the World in 10 seconds



Can you imagine being whisked around

the world in 10 seconds, yet in that fraction of time, your eyes will view strange scenes, in strange countries, and strange things from everywhere, taking you to the fartherest corner of the globe in the twinkling of an eye. All this and more, you'll see in the big

New Screen Magazine

that brings to you in fascinating moving

pictures all those things you see and read of in popular magazines. Novel things, too. Latest dances, science, art, inventions, freak things, fashions, all for your supreme entertainment, pleasure and education. The leading theatres are showing this big new SCREEN MAGAZINE. How about your theatre? Communicate with your nearest Universal Exchange.

NO producer is going to release a new brand of pictures until every one is the very best that that producer can turn out—for in no other way can a new brand be successfully established. That is why the earlier releases among the Universal Special Attractions are just as certainly money-getters as those of the past month. "A thing of beauty is a joy forever." You can't go wrong on a single one of this wonderful dozen of plays." See them all at your nearest U Exchange.

HARRY CAREY

"Hell Bent"
"Three Mounted Men"

MAE MURRAY

"Danger, Go Slow"
"The Bride's Awakening"
"Her Body in Bond"

DOROTHY PHILLIPS

"The Talk of the Town"
"The Mortgaged Wife"

MARY MacLAREN

"Bread"
"The Model's Confession"
"Vanity Pool"

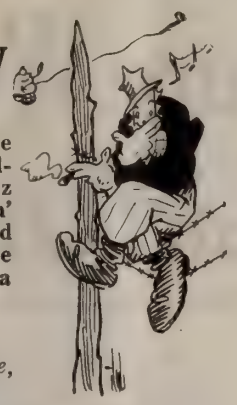
PRISCILLA DEAN

"The Wildcat of Paris"
"The Wicked Darling"

HERBERT RAWLINSON

"Smashing Through"

ABE MARTIN says:--



Mrs. Birdie Moon, whose brilliant weddin' wuz th' event o' th' Yuletide, would like t' trade some sugar trays fer a baby cab.

From New Screen Magazine, No. 9.)

"The Expert Eloper."

Lyons-Moran Comedy.

Eddie	Eddie Lyons
Lee	Lee Moran
Man	"Babe" London
Girl	Mildred Moore

EDDIE receives a New Year's card from the father of his girl, forbidding him to call again. While mourning over the situation Eddie is surprised by an unexpected visit of an old college chum, Lee. Lee reads the card and advises Eddie to beat the old man's game by eloping with the girl. Eddie calls the girl and she agrees to be in her room at nine that evening, ready to elope. Lee, who claims to be an expert on elopements, manages the affair. At the hour of nine the boys arrive in front of the girl's home. Lee has a ladder, which he proceeds to place at the right window under Eddie's pantomime directions from the machine. An officer, seeing Eddie's mysterious actions, arrests him. Eddie claims to live there and the officer takes Eddie up to the house to prove the assertion. Inside the house, father and friends are playing poker. Father calls the girl to get cigars for friends. While she is doing that errand the bell rings and father sees only officer standing at door. Thinks place is raided and he and his friends run. Meantime Lee enters girl's room and carries away Swede maid, who speaks no English. Eddie escapes officer and goes to church to find wrong girl. Eddie and Lee leave maid in church, return to house and get girl and her trunk, in which father has hidden in his fright. Officer has arrested other poker players and takes them to jail. Officer at church with maid arrests boys and girl and all go to jail. Trunk falls off machine and another officer drags it into police headquarters, where it is opened in front of boys and the girl. Father sees other poker players behind bars, so gives consent to marriage for fear Lee will give him away, giving the boys a victory.

Hearst News, No. 15.

Giant Idaho Is Ready for Active Service.—Uncle Sam's new monster 32,000-ton super-dreadnought, just completed, makes her initial visit to New York for a stay at the Brooklyn Navy Yard.—*New York City.*

Eastern Racing Season Opens to Big Crowds (Omitted from Portland, Seattle, Spokane, San Francisco, Los Angeles, Boston, New Haven and New York State prints).—R. F. Carman's sprinter "Startling" wins the Bowie Inaugural with ease.—*Bowie, Md.*

Sub-Titles.—They're off! Startling, and his jockey.

Great French "Aces" to Visit America (Omitted from Portland, Seattle, Spokane, San Francisco and Los Angeles prints).—Captain Madon, with 105 German machines to his credit, worthy successor of the immortal Guynemer, will head party of famous aviators.—*Paris, France.*

Sub-Titles.—Some of the famous flyers who will speak in behalf of the Victory Loan during their visit to America. Second Lieutenant Maranovitch, 22 years old, youngest of the French "Aces."

East Meets West to Welcome the Heroes (Omitted from Boston, New Haven, Detroit and Cleveland prints).—Mayor Rolph, of San Francisco, in metropolis to greet the famous California troops, pays his respects to Mayor John F. Hylan.—*New York City.*

Sub-Titles.—Mayor Rolph tells Mayor Hylan and his secretary, Grover Whalen, that San Francisco is grateful to New York for its hospitality to California boys arriving in the metropolis from France. Mayor Rolph and Mrs. Rolph visit wounded California lads at the Greenhut Base Hospital. The mayor of the Pacific Coast metropolis tells some of the boys that the Golden Gate and the Feal Rock are still there. Singing "California."

Pershing Reviews and Presents Medals to Heroic "Devil Dogs."—Boys of the Second Division, including the famous Fifth and Sixth Marines, pass in battle array before the Commander-in-Chief.—*Vallendae, Germany.*

Sub-Titles.—

"First to fight for right and freedom
and to keep our honor clean,
We are proud to cleam the title of
United States Marines!"
—Marine Corps Hymn.

"From the halls of Montezuma to the
shores of Tripoli,
We fight our country's battles on the
land or on the sea!"

"If the Army and the Navy ever gaze
on Heaven's scenes,
They will find the streets are guarded
by United States Marines."

Heroes of Belleau Woods and Chateau Thierry receive well-merited recognition from their Commander-in-Chief. Major General John A. Lejune, Commander of the Second Division, receives the Cross of the Legion of Honor and the Distinguished Service Cross. General Lejeune, who led the Marines in person at Belleau Woods and Chateau Thierry and turned the entire course of the war.

Trailer (For New York State prints only).—If Sunday motion pictures were good for the boys "over there," then they are good for the boys "over here."

Cartoon by "Tad."—"Trying to Convince the Village Politician That It's Up to Him to Save the Brew."

Uncle Sam Goes After Trade of the World (Special for New York State only).—Mrs. Alfred E. Smith, wife of the Governor of New York, christens "East Side," another freighter added to America's rapidly-growing commercial fleet.—*New York City.*

Sub-Titles.—"I christen thee 'East Side.'" Mrs. Alfred E. Smith, the sponsor.

"Boston's Own" of Fighting Yankee Division Returns (Special for Boston only).—Famous 101st Infantry among the troops of the 26th Division to arrive at the "Hub" on the Transport America.—*Boston, Mass.*

Sub-Titles.—Into Boston Harbor steams the America, her decks lined with the cheering lads of the 101st Infantry, 103rd Infantry, and the 101st Engineers. They upheld the tradition of New England. Descendants of fighting forebears they fought over again the Battle of Bunker Hill, Lexington and Concord. Governors and mayors of New England welcome Colonel Logan on the deck of the America. Governor Coolidge of Massachusetts and Mayor Peters of Boston can't stop shaking hands with Colonel Logan.

Greet Heroes of the Gallant 37th Division.—Boys of the Buckeye State take Toledo by storm after months of hard going in France.—*Toledo, Ohio.*

Sub-Title.—All of Toledo jammed the streets and packed the window-ledges to welcome the boys back.

SYNOPSES OF "THE EXPERT ELOPER," and HEARST NEWS, No. 15.

What The Moving Picture World Says about "When a Girl Loves"

—do you know that the people of long beach are just as wild about "when a girl loves" at the laughlin with mildred harris and 'bill' stowell, as they are at the superba theatre in los angeles. They are crowding them in there and we are doing the same here. of course lois weber directed the play.

—we would like to keep the picture here an entire week; it certainly warrants it, but we must change our program thursday, because that 'adorable minx' carmel myers is waiting to show you her latest impersonation of a heart-broken italian girl looking for a husband, and it's a fine picture, too; we saw it and we can recommend it.

—so hurry, all you film fans who haven't seen "when a girl loves," because there are only two days left. you don't want to be among those who will say "i wish i had seen it." the time is now. see it today or tomorrow. may we count on you?

Laughlin Theatre, Long Beach Press, Long Beach, Cal., used this unique advertisement the entire depth of the page.

WHEN A GIRL LOVES."

Strong Six-Reel Jewel Production Features William Stowell and Mildred Harris.

(Reviewed by Robert C. McElravy.)

IN this six-reel Jewel production, entitled "When a Girl Loves," the author, Lois Weber, has developed a strong psychological theme. It is somewhat reminiscent of previous numbers in which an outlaw has played the part of a minister, but does not suffer greatly from this fact. It has been admirably directed throughout and there are certain dramatic situations toward the close which are unusually good. Particularly effective is the scene where the heroine rushes to inform the bandit-minister that his men are coming to rob the station, and the subsequent situations are also full of interest.

Mildred Harris (Mrs. Charlie Chaplin) plays the part of the heroine and carries her scenes well. The role of "Eagle" Ryan is the strongest in the story, and has been excellently portrayed by William Stowell. Mr. Stowell is a tall, personable actor, who is familiar to picture goers. He has already done much promising work for the screen and in this number certainly adds an inch or two to his stature.

The settings chosen for this story are unusually attractive, and many enjoyable photographic effects, with wild and romantic backgrounds, have been obtained.

Program and Advertising Phrases: Charlie Chaplin (Mildred Harris) Presented by Jewel Productions in Her Latest Photoplay.

Mildred Harris (Mrs. Charlie Chaplin) Directed by Lois Weber in Photoplay of Strength and Good Purpose.

What Happened When Bandit Turned Minister and Converted Himself.

Love Comes When Scheming Bandit Is Self-Converted by His Own Preaching.

Bandit Parson Fights His Own Gang to Protect Gold He had Schemed to Possess.

Advertising Angles: There are still plenty of advertising possibilities in the "Mrs. Charlie Chaplin." Work them. But don't forget that she is still Mildred Harris with a following of her own. Make it plain that you have Mildred Harris and not Chaplin at your house. For the play angle tells that it is a Western drama with a real plot, and that it does not depend upon mere shooting and riding to get it over. Make this fact plain and assure them that they will see a play as well as a star. Tell that it is a Lois Weber production, one of her last made for Jewel.

Advertising Aids: One, three, five and twelve-sheets. Various stills. Heralds in Rotogravure. Window cards. Lobby displays. Advertising book. One, two and three-column cuts.

DIRECT FROM THE
SUPERBA
Los Angeles
Beautiful
Mildred
HARRIS
supported by William Stowell and a cast of super-excellence in the JEWEL PRODUCTION—
When a Girl Loves
the first Western picture of the rugged outdoors in which Miss Harris has appeared and also the very first Western directed by
LOIS WEBER
SPECIAL MUSICAL SETTINGS
POPULAR LAUGHLIN PRICES
15c 20c 30c
LAUGHLIN
THEATRE FOURTH AT PINE
Starting Tomorrow
AT 1 P. M.

Two-column advertisement from the Laughlin Theatre, of Long Beach, Cal., in the Long Beach Press.

IN LOIS WEBER'S EXTRAORDINARY DRAMA

"WHEN A GIRL LOVES"

AT the ROYAL Theatre in St. Louis they turned away over one thousand patrons who tried to crowd their way into the theatre to see this amazing production. Says the St. Louis Republic: "Dramatic and thrilling situations throughout—a perfect exhibition of photoplay mastery—most realistic of all realistic pictures. One of the finest we've ever seen—a truly Lois Weber master-picture."

A triumph in every theatre it has played. If you haven't booked it you've overlooked one of the biggest bets of the season. Book and boost it to the limit. Book thru any Jewel Exchange.

JEWEL PRODUCTIONS, INC., **1600 Broadway, New York.**

SYNOPSES OF "THE RED GLOVE," "THE RAID," and CURRENT EVENTS, No. 15.

"The Red Glove."

Episode No. 7.

"A DESPERATE CHANCE."

WHEN Billie drops into the river sne sees the Red Glove and recovers it. Wiley and the Vulture start down the bank after her. Billie grabs a reed from the shore and dives back into the water. As the Vulture andWiley search for her, Billie stays safely hidden under the river, breathing through the reed. After they have gone Billie makes her way back to Limasito. The Vulture and Wiley quarrel over the loss of the glove and the Vulture is knocked out. Believing him dead, Wiley rolls him down into the river.

Geoff's will leaves the entire estate of about two hundred thousand dollars to Billie. Baggott is named as executor. The following day Billie purchases an old car and drives down the main street. Unable to stop the car, she crashes into the barber shop and the whole town turns out to "dig out" the car. She explains to Baggott that she is going away for a few days.

Billie gets Tia Juana and, telling her that she is going to buy the Pool of Lost Souls, asks Jose to stay at the Blue Chip.

Meanwhile Thode is trying to find out about the Pool from an oil man near Limasito. On the way Billie and Tia Juana see Wiley coming toward them on foot. Wiley jumps on the running board and in the struggle the car is thrown from its course and slides over a cliff. Wiley jumps to safety.

After its roll down the hill the car lands on its wheels. Wiley starts down the cliff after Tia Juana and tries to tear the glove from her. Tia Juana throws the glove to Billie. The map drops out unnoticed by any of them. Jumping into the car, Billie drives past Tia Juana and Wiley and pulls Tia Juana into the car.

Thode rides in at the top of the hill, and, seeing the affair, races down the cliff after Wiley. He catches sight of the map and stoops to pick it up. Wiley sees him with the map and during the fight which follows Thode is knocked out and left for dead. With the map in his possession Wiley takes Thode's gun and belt, possesses himself of Thode's horse and starts for the pool.

Meanwhile, unaware that she has lost the map, Billie is racing for the pool.

Wiley cuts through the hill to head them off. Billie catches sight of him at the top of a hill as she drives along the lower road. Wiley opens fire and Billie races past him in a hail of bullets. Billie turns a sharp bend in the road, sees a train coming, is unable to stop the car and crashes into it.

"The Raid."

Two-reel Western Drama,
Featuring Neal Hart.

NEAL LAWTON, foreman of the Circle W ranch, is visited by the owner, Henry Arthur, and his daughter Evelyn. A servant on the ranch called Pedro is really the leader of a band of Mexican outlaws, and he sees a chance to make money by kidnaping Arthur and his daughter, so when Neal and the cowboys go to the roundup, leaving Evelyn and her father at the ranch, Pedro and his band of outlaws take them prisoners, carrying them to the Mexican camp, where they are thrown into a hut.

Meanwhile Neal, who has fallen deeply in love with the girl, returning with the boys to the ranch, finds traces of the raid. They start on the trail and soon arrive in the Mexican camp, where Neal knocks the sentry on the head, and after exchanging clothes with him, sneaks into the camp alone. As he passes the hut he hears a scream, and, recognizing the girl's voice, enters and saves her from Pedro. He then hurries away with the two prisoners. Pedro rushes from the hut calling his followers, but the cowboys begin to shoot, hitting him and causing the band to run for cover.

Neal, Evelyn and Arthur ride away on their horses and the two visitors are soon on a train going East. However, the next morning Evelyn disappears from the train and word is quickly sent to Neal, who receives the telegram as he is moodily thinking of her. He sends the boys out in all directions to search for her and starts across the country in the direction of the station where she was last seen. Sure enough, after the way of heroes, he finds her on the desert, on her way back—to him.

Current Events, No. 15.

Prepare Mighty Idaho for Active Sea Service. — Great super-dreadnought, just completed, is given final touches at Brooklyn Navy Yard.—*New York City.*

Orders Modest Hero to Submit to Decoration.—Lieut. Samuel Smith is compelled by his superior officers to undergo formality after several refusals to accept the honor in public.—*Philadelphia, Pa.*

German Fokker Plane Flies Over Metropolis (Omitted from Seattle, Spokane, Portland, San Francisco and Los Angeles prints).—But the pilot is an American and the machine is one captured from the Teutons and brought here for the Victory Loan campaign.—*New York City.*

British Return Civilian Prisoners to Germany.—Thousands of Teutons held at the Alexandria Palace are being shipped home in lots of several hundreds daily.—*London, England.*

The Making of a Merchant Seaman.—It is not all play on board the school-ship Newport, where cadets are trained for officership in the new commercial navy.—*In the West India Islands.*

Derailing Wrecks Train of New Haven Railroad. — Fast freight is thrown from track, hauled down embankment and converted into mass of splinters and twisted metal.—*Tomfret, Conn.*

West Indian Yankees Welcome Own Troops.—U. S. S. Hancock anchors in San Juan Harbor with Porto Rican Regiment that guarded Panama Canal during the war.—*San Juan, Porto Rica.*

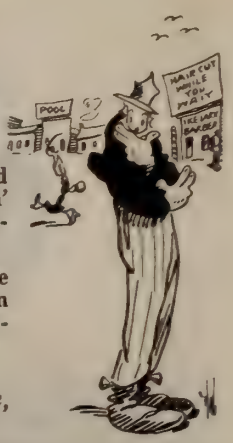
Admiral Sims Returns to Nation's Capital. — Officer who commanded American fleet throughout the war is welcomed by Yeomanettes on his arrival to report to Navy Department.—*Washington, D. C.*

Tornado Hits Omaha; Many Homes Destroyed. — Damage estimated at $300,000 is result of terrific windstorm that sweeps through city.—*Omaha, Neb.*

Eighty-Ninth Division Captures Football Championship.—General Pershing sees boys of the 36th Division from Oklahoma and Texas lose the A. R. F. gridiron honors to husky lads from the Central West.—*Paris, France.*

Trailer (For New York State prints).—Would you deprive every boy and girl, every father and mother, of the pleasure of Sunday movies?

Abe Martin says:



We're all held up, either on th' road home, or after we git there.

Some folks are called green when the'r only respectable.

From New Screen Magazine, No. 9.)

FIRST

ALL THE WORLD'S NEWS

GIANT IDAHO READY FOR ACTIVE SERVICE

Hundreds and hundreds, and still more hundreds of theatres all over the country, are creating new business by showing the BIG THREE Weeklies. Are you doing that in your house? If not—WHY NOT? Here you have three mighty weeklies, made by the world's largest news and picture gathering organization.

UNIVERSAL CURRENT EVENTS
INTERNATIONAL NEWS
HEARST NEWS

ALL THE WORLD'S NEWS FIRST. Wonderful shots that are distinctly exclusive. Shots that no other weekly ever shows, simply because they haven't the organization, and because we have THREE big weekly releases where others have one. Have YOU booked the BIG THREE?

GENERAL PERSHING REVIEWS AND PRESENTS MEDALS TO HEROIC DEVIL DOGS

See our next week's "CONGRATULATORY AD" from the United States government for wonderful news picture support. You'll get some idea WHO'S WHO in the news picture field. BOOK THE BIG THREE.

NOW BOOKING THROUGH ALL UNIVERSAL EXCHANGES

Doubled my prices and broke all records and within a week

FLORENCE THEATRE,
Pasadena, Cal.
March 28th, 1919.

Gentlemen:—

Pasadena generally runs feature pictures three and four days. I recently showed "The Heart of Humanity" for five days at prices which were more than double my regular charge, and played the picture to such a phenomenal business that I upset all precedents and booked it for three additional days at the same advanced prices within a week of its original run.

The return engagement was as successful and in every way as satisfactory as the first. The picture has a tremendous human interest appeal. Notwithstanding the fact that it is a tense picture, the audience files out with the unanimous expression of thanks for real, genuine entertainment.

If Holubar and Dorothy Phillips will live up to the standard they have set in "The Heart of Humanity," you can book all their attractions to me now at 20% more than I paid you this last time.

Very sincerely,
(Signed) D. H. SCHUHMANN.

GET THIS

Released thru

JEWEL Productions inc.
1600 Broadway, New York City

doubled my run but still booked it back again

"The HEART of HUMANITY"

The Picture that will Live Forever

Allen Holubar's Super Production

Featuring

DOROTHY PHILLIPS

IF you can't make money on these proven Jewel successes of a year ago, you can't make money on anything. Because a proven success is a better bet any day than an unknown and untried production with only an advertising man behind it. See these four today.

DOROTHY PHILLIPS

in

"PAY ME"

A Cyclonic Western Drama

CARMEL MYERS

in

"SIRENS of the SEA"

A Dream of Fair Women

ELAINE HAMMERSTEIN

in

"The Co-respondent"

Love in the Newspaper Business

HERBERT RAWLINSON

in

"COME THROUGH"

The Screen's Greatest Crook Drama

JEWEL Productions Inc
1600 Broadway New York City

ABE MARTIN says:--

Lem Pash is out o' debt, after havin' been married only fifteen years.

Becomin' a reformer after all th' joys o' youth have fled don't count.

(From New Screen Magazine, No. 9.)

'Sambo's Wedding-Day.'

L-Ko Two-reel Comedy.
(Copyright, 1919, by L-Ko Motion Picture Kompany.)

MISS VERA SWEET, sweet bride-to-be, was waiting for her groom, and so were all the guests. Her maid, Mirandy, was to be married the same day in the kitchen. But fate turned against Miss Sweet's sweety, and while he was dressing, a chimney-sweep fixing the chimney swept soot all over him. Being late, the doomed groom couldn't stop to fix it, and, arriving at the house, is mistaken for Mirandy's man.

They are just being married when Sambo appears upon the scene and there is a black and white mix-up which goes to the head of Mr. Hoarse Blankett, and he begins to cry, washing off the soot with his tears. A fade-out shows both couples married two hours—and still happy!

New Screen Magazine,
No. 10.

The Screen Magazine is always getting into new or new-old places. This week it sent its cameraman to Greenwich Village to find out why it was that New York should be willing to dine in such inaccessible places as are there provided, but Miss Bohemia speaks the keynote when she addresses this refrain to an emptiness that may some day bear the sign, "Captain Kidd's Cutlass":

"Hush, little backyard,
Don't you cry!
You'll be a restaurant,
By and by."

It is something of a far cry from the Seminole Indians, who wear no hats, to the Manhattan Indians who have so much difficulty in picking out their spring headgear, but the jump is made with flashbacks to what Abe Martin so cleverly says. Then we are taken to the Alps, the roof of Europe. A new kind of children's paradise where each little kiddie is encouraged to play as he likes, brings us eventually to Willie Hopkins' well known miracles in mud. In this instance we are shown the various occupants of the average boarding-house table.

International News,
No. 15.

Nation Greets Admiral Sims Returns Home.—Escorted by destroyers and aircraft the Mauretania arrives, bearing the Vice-Admiral who commanded America's fleet in European waters.—*New York City.*

Sub-Titles. — Mayor Hylan and members of the Mayor's Committee of Welcome meet the Mauretania. Admiral Sims, from the bridge of the Mauretania, gets his first glimps of home in many months. Admiral and Mrs. Sims wave to a close-flying aeroplane bearing an Initernational News camera reporter. Admiral Sims and his family. Landing at the battery sea-wall Admiral Sims is accompanied to his automobile by Mayor Hylan.

Uncle Sam to Have Big Peace Time Tanks Corps (Omitted from Chicago prints).—Units that are to form part of America's brigade of great mobile fortress in the regular army start training.—*Camp Mead, Md.*

Sub-Title.—Heavy "Ordnance Cavalry" manned by men of the 301st Brigade that helped the 27th Division smash the Hindenberg Line.

Fire Threatens to Destroy Alaskan City.—More than thirty buildings are burned to the ground by fierce blaze that leaves business section a mass of ruins.—*Fairbanks, Alaska.*

Army Officers Inspect Famous Cadet Corps. — The "Citadel," the West Point of the South, holds first full-dress review since America entered the war.—*Charleston, N. C.*

Havana Festival Draws Flocks of Tourists.—Gaily bedecked automobiles and fair senoritas in procession are set off by picturesque background of the harbor and historic Morro Castle. —*Havana, Cuba.*

Defies Death in Leap from Swift Aeroplane (Omitted from Philadelphia, Boston, New Haven and Atlanta prints).—Sergeant Ralph E. Caddon makes jump from height of 3,000 feet, to prove value of non-fouling parachute for aviators.—*Camp Lewis, Washington.*

Sub-Title.—Overcome by the nervous strain, Sergeant Caddon is still able to smile in proof of the success of his daring test.

"The Rhine May be Fine."—So the doughboys say, but they would rather be home, even though they have for barracks the Stolzenfels Castle, where the ex-kaiser and his notorious son used to hang out in the old days.—*Coblenz, Germany.*

Sub-Titles.—In the tower of Stolzenfels Castle, where Wilhelm of Hohenzollern and the ex-crown price often drank in the beauties of the Rhine. There's a new watch on the Rhine, and it's a Yankee watch, gold, and warranted not to run down. At the Ehrenbreitstein Fortress, one of the most powerful defenses of the Rhine, Old Glory is formally raised where before only the black, white and red flag of the German empire flew. "And the Star Spangled Banner in triumph shall wave."

New England Hails the Fighting Yanks (Special for New Haven and Boston).—Brave boys of the gallant 26th Division, returning on the transport Agamennon, are met and escorted into port by welcoming craft of all descriptions.—*Boston, Mass.*

Sub-Titles.—Cigarettes and candy from the grateful hands of Boston's fairest. Some of Connecticut's heroes —valiant fighters of the Nutmeg State who vanquished the kaiser's best! Governor Holcomb of Connecticut and Mayor Peters of Boston greet Colonel Douglas Potts, Connecticut's best-loved soldier.

Elks, in Big Parade, Dedicate New Home (Special for Atlanta).—All business stops as marchers pass—thousands witness impressive ceremonies attended by Elks from all parts of the country.—*New Orleans, La.*

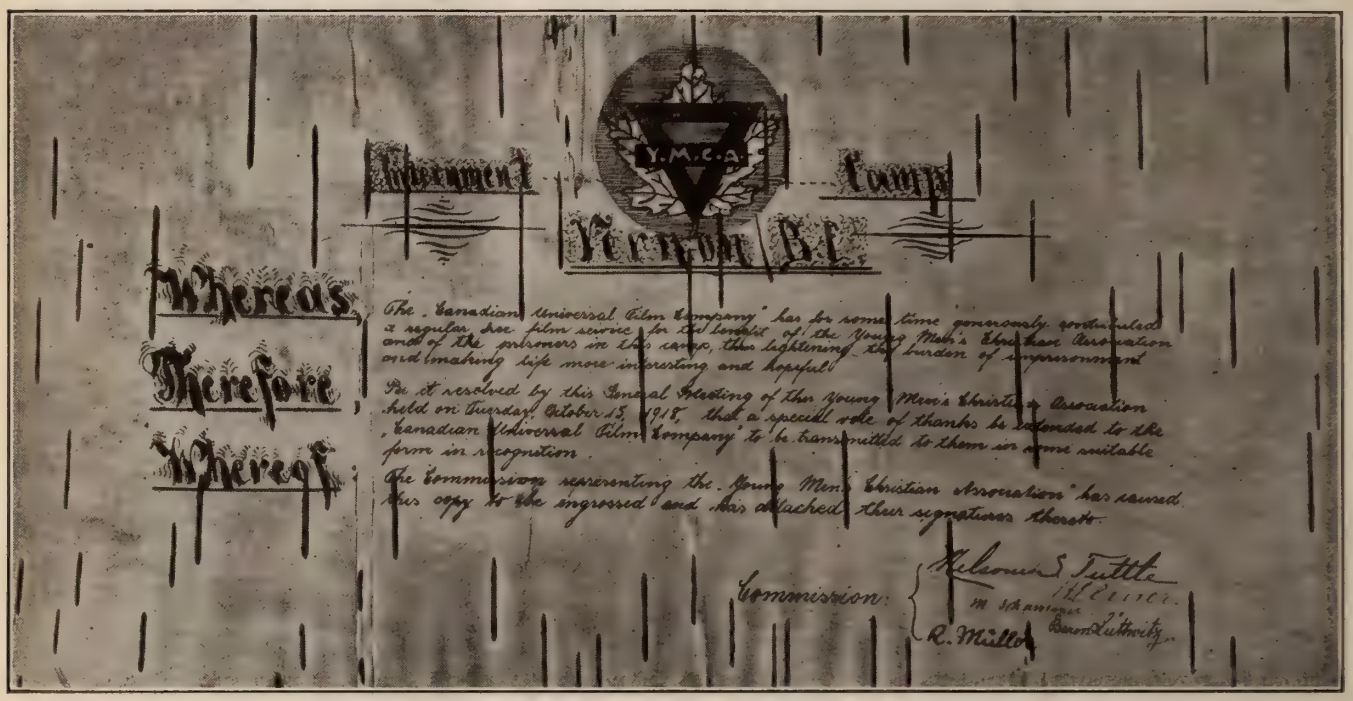
Sub-Title. — As the altar, constructed to represent the principles of the Order, is completed; antlers, symbolizing the protection by brotherly love, are put in place.

Athletics in Training on Home Grounds (Special for Philadelphia).— No "Sunny Southland" for Connie Mack's players—they are training at the Shibe Park this season.—*Philadelphia, Pa.*

Sub-Titles. — Connie Mack looks over a string of young pitchers. And gives his pitchers a little lecture on the national game. Connie puts an eye on some of Perry's curves. Mike Doolan, veteran short-stop, gives a few pointers to some of Connie's batters.

SYNOPSES OF "SAMBO'S WEDDING-DAY," NEW SCREEN MAGAZINE, No. 10, and INTERNATIONAL NEWS, No. 15.

Interesting "Heart of Humanity" Resolution



A birch-bark document received by the Canadian Universal Film Company.

SMASHED ALL RECORDS.

LIBERTY YOUNGSTOWN SMASHED ALL RECORDS SUNDAY HUMANITY TOOK SIX POLICEMEN TO HANDLE CROWDS SMASHED ALL EXISTING MONDAY RECORDS BY BIG MARGIN

E. J. SMITH,
CLEVELAND, MAR. 4.

ALL THIS WEEK
TUDOR THEATER
ALL THIS WEEK
THE ATLANTA CONSTITUTION
PRESENTS
FOREWORD
STUDIO SECRETS
The HEART of HUMANITY
DOROTHY PHILLIPS
READ WHAT ATLANTA PEOPLE SAY ABOUT IT
Seats May Be Secured In Advance for Any Performance
FOUR SHOWS DAILY: 11:30 A. M. 2:30 - 5:30 - 8:30 P. M. LARGE SYMPHONY ORCHESTRA EVERY SHOW
ALL SEATS 50c

Full-page—Atlanta Constitution.

IF YOU WANT TO READ THE RESOLUTION, HERE IT IS AS IT APPEARS ABOVE.

Internment Camp, Vernon, B. C.

Whereas, the Canadian Universal Film Company has for some time generously contributed a regular free film service for the benefit of the Young Men's Christian Association and of the prisoners in the camps, thus lightening the burden of imprisonment and making life more interesting and hopeful; therefore, be it

Resolved, by this general meeting of this Young Men's Christian Association, held on Tuesday, October 15, 1918, that a special vote of thanks be extended to the Canadian Universal Film Company to be transmitted to them in some suitable form of recognition.

Whereof, the commission representing the Young Men's Christian Association has caused this copy to be engrossed and has attached their signatures thereto.

NELSON S. TUTTLE,
H. ELMER,
M. SCHAMOER,
BARON LUTTWITZ,
R. MILLER,
Commission.

COULD HE SAY MORE?

Conneaut, O., March 18, 1919.

Universal Film Exchanges,
Cleveland, O.

Dear Friend Smith:

I want to add my testimony to "The Heart of Humanity." This is the only picture I ever played three days, and the last day was better than the first. In my estimation this is the biggest and best picture ever made, and will hold the lead for a long time.

I will say to the exhibitor that passes it up: He is making a mistake. If you run it one day it will advertise itself for as many days as your town will stand, or until everyone has seen it. All I ask is some more as good. I have run all the Jewels, Bluebirds and Specials and only wish there was enough so I would not have to book any other pictures.

Yours for business,
J. C. FLACK,
LaGrange Theatre, Conneaut, O.

P. S.—We run all the big ones of all makes.

Can't Praise "Heart" Sufficiently

Magnificent Production.

March 28, 1919.

Mr. U. T. Koch, Mgr.,
Consolidated Film & Supply Co.,
Atlanta, Ga.

My Dear Mr. Koch:

Words cannot express to you our appreciation for so magnificent a production as "The Heart of Humanity."

The writer has been in the business since 1907 and has shown several of the world's foremost photoplay productions, at which he made money on some and lost on others. "The Heart of Humanity" for two days in our city, with the exception of Charlie Chaplin in "Shoulder Arms," broke all records of admission. This, of course, was due largely to the earnest co-operation and ability of your Mr. Pierce, who advertised this production in village and hamlet, and with the assistance of our newspapers the results as herein stated were attained.

This is the first picture that the writer has ever taken the privilege and opportunity of expressing his appreciation of the faithful performance of the stars, especially Dorothy Phillips, who worked in this production. The direction was great, the photoplay excellent, and throughout the entire performance the people sat in a gasp and upon leaving the theatre after the performance comments by the hundreds were expressed.

In conclusion, we trust that we will have the opportunity and pleasure of booking many more such attractions in the future, as it affords us great pleasure to see our audiences so well pleased and satisfied and to hear the next day a continuous round of appreciation from outsiders requesting us to again bring to this city this magnificent production, "The Heart of Humanity."

Again thanking you for all past favors and the co-operation given us in exploiting this production, believe the writer to be, with best wishes for your company's future success and a continuance of such magnificent pictures,

Very truly yours,
BIJOU AMUSU CO., INC.
Carl Kettler, Jr.

Bijou Theatre,
West Palm Beach, Fla.

Opened to 4,000.

Philadelphia, Pa., March 4, 1919.

Mr. H. M. Berman,
Universal, New York.

Opened last night at Metropolitan Opera House, seating capacity of which is over 4,000, and the house was packed to the doors. "The Heart of Humanity" is an unqualified success in every way.

V. R. CARRICK.

Storm Couldn't Affect "The Heart of Humanity."

Flint, Mich., March 9, 1919.

Mr. Ward:
Universal Film Co.,
63 East Elizabeth St.,
Detroit, Mich.

Blizzard all day. "The Heart of Humanity" proved a sensation at 50-cent prices. Dorothy Phillips has reached the highest point in stardom; broke all records and played to S. R. O. from 1 p. m. to 9:30, with "Mickey" as opposition. They shrieked, yelled, cried and laughed. It is a peer of "The Birth of a Nation" or "Hearts of the World," and you have a winner, if ever there was one.

CHARLES GARFIELD,
Orpheum Theatre.

Flint, Mich.

Back in May.

Universal Film:

Immensely satisfied and slated with the extended run here of "The Heart of Humanity." Played it five days—some stay for a picture in Decatur, at the top admission price of $1—some price for a picture, but in spite of this came out with flying colors.

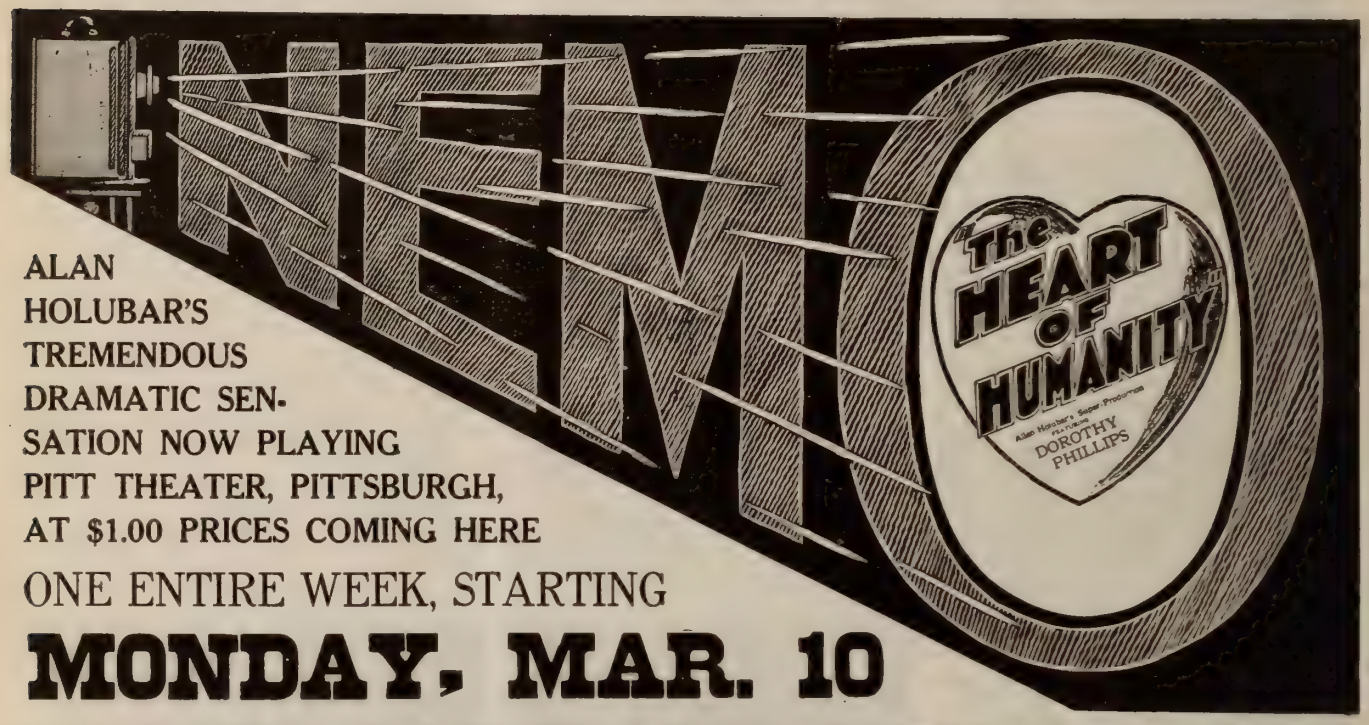
Never saw a picture that pleased so much. After the second day it was the sole topic of the entire town. As you know, I am bringing it back in May for another engagement and expect to do as great a business as that which marked the opening performances.

With congratulations to you and the Universal, I am yours,
Strong for "The Heart of Humanity."

R. J. LA VOISE.
Avon, Decatur, Ill.

A display made by Harry Pomeroy for the showing of "The Heart of Humanity" at the Holman Theatre, Montreal.

The Way to Advertise


NEMO
"The HEART OF HUMANITY"
Alan Holubar's Super-Production
DOROTHY PHILLIPS
ALAN HOLUBAR'S TREMENDOUS DRAMATIC SENSATION NOW PLAYING PITT THEATER, PITTSBURGH, AT $1.00 PRICES COMING HERE
ONE ENTIRE WEEK, STARTING
MONDAY, MAR. 10

Street car and window card used by the Nemo Theatre of Johnstown, Pa., for its week's run of "The Heart of Humanity."

THE rule about helping those who help themselves applies with 101 per cent force to the film business. No exhibitor who relies exclusively on the name of a production to put that production over without any advertising or promotion will be in business long. He will have nothing left but the rent bill. No self-starter advertising service has yet been patented, and none of them need any brakes anyway. So don't think because everybody who is playing "The Heart of Humanity" is reaping a harvest that you can do it without letting the world know that you have this priceless Jewel in your house.

The amount and cleverness of the advertising done by The Nemo Theatre, of Johnstown, Pa., so impressed McAleer, of the Pittsburgh Exchange, that he had Mr. Barclay, the advertising manager of the theatre, send a list of the amounts and kind of advertising used. "The Heart of Humanity" is only the second picture to be shown for a week at the Nemo. It went over in excellent style and held up way to the end of the run, and was a big surprise to Frank Houston, the house manager, and to the Pantagotacas' people who own the Grand Amusement Circuit of Theatres.

Here is the schedule:

20,000 eight-page heralds, distributed in Nemo, Parkview and Grand and through stores in suburban districts.

10,000 card heralds announcing children's matinee, Monday afternoon, opening day of run. (Newsboys were brought to matinee as guests of management, parading the principal streets led by machine hauling big heart—photo.)

15 twenty-four sheets.

40 six-sheets.

60 three-sheets.

200 one-sheets.

200 half-sheets.

600 window cards.

Three weeks' advertising campaign in three local, four foreign and one country newspaper.

Special "HEART OF HUMANITY" menu every day for two weeks, a week in advance and during showing week, in the two Vendome cafes—most prominent in city.

Street car cards in all local and all suburban cars in the Johnstown district.

Special lobby display; heart cutouts from three- and one-sheets and window cards, and specially-made heart cutouts of cardboard with excerpts from reviews painted thereon; 15-foot banner above doors.

Eight-foot heart, built of beaver board, mounted on an automobile, driven about the streets during week of showing.

Female singer rendering "HEART OF HUMANITY" song three days in advance and during week of showing at each performance.

Window displays in Grand and Woolworth stores on songs. Because records of song have not yet been released, had to resort to a new stunt to get window displays from Victor and Columbia dealers. Had displays, an entire window in each case, from all the dealers in the city—Penn Traffic Co., Rothert Furniture Co., Swank Hardware Co., John Thomas & Son, and Porch Bros., all large and most prominent firms. Had them all boost "records of vocal and instrumental hits from the music score of "HEART OF HUMANITY." Used cutouts from six-, three- and one-sheets and window cards for windows.

Augmented orchestra of ten pieces. Film went over big for full week, despite the war stuff. Played at 50c top nights, 25c top matinees. Boxes 75c nights and 35c matinees.

The Heart of Humanity"

WITHOUT A PEER

Providence, R. I., April 10, 1919.
Gordon & Mayer Film Corporation,
35 Piermont Street,
Boston, Mass.

Dear Sir—Congratulations to your organization, Mr. Laemmle and Mr. Holubar for the magnificent production, "The Heart of Humanity," not only as a money-maker, but also as genuine entertainment. The writer believes that this photoplay masterpiece is without a peer. It broke all records of this house, and that is saying a good deal. There are few productions that are projected on the screen today in the majority of the larger theatres that please much over 50 per cent of the audience. The writer can safely say that fully 98 per cent of our audiences thoroughly enjoyed this, taking their comments as a basis. The writer hopes that photoplays of this standard can be had by exhibitors at least once a month.

With best wishes for the continued success of this production, we are as ever, Very truly yours,

STRAND THEATRE,
Providence.
(Signed) Chas. H. Williams, Mgr.

THE BOOSTER PRESS

WITH MALICE TOWARD NONE, A BOOST FOR THE DESERVING AND A KNOCKER AGAINST RETROGRESSION AND OPPRESSION

VOLUME XIII.—NO. 18. PUBLISHED AT PELLA, IOWA, WEDNESDAY, MAR. 26, 1919. $2.00 PER YEAR IN ADVANCE

People of Des Moines Forced the Palace Theatre to Play. "The Heart of Humanity" one more week. See it at the Elite Theatre, March 27-28.

Great stuff; but very few papers will let you have a position like this across the front page under the heading.

Winnipeg, Man., April 1, 1919.
Canadian Universal Film Co., Ltd.,
Toronto.

"Heart of Humanity" opened here yesterday to thirteen hundred fifty dollars; broke every house record of the city; look for a seven thousand week; everyone admits it is the biggest picture ever made; consensus of opinion patrons and papers that we have picture that is peer to "Birth of Nation."

D. G. WAKLEY,
Province Theatre.
Winnipeg.

Universal Film Exchange,
New York City.

Province Theatre, Winnipeg, wants second week "Humanity." First week gross, ten thousand four hundred dollars; on last day of showing four hundred people standing in line for four hours in terrible rainstorm; every former city attendance record and gross business record smashed to smithereens; will almost double any previous record held at Province.

D. G. WAKLEY, MGR.,
Province Theatre.
Winnipeg.

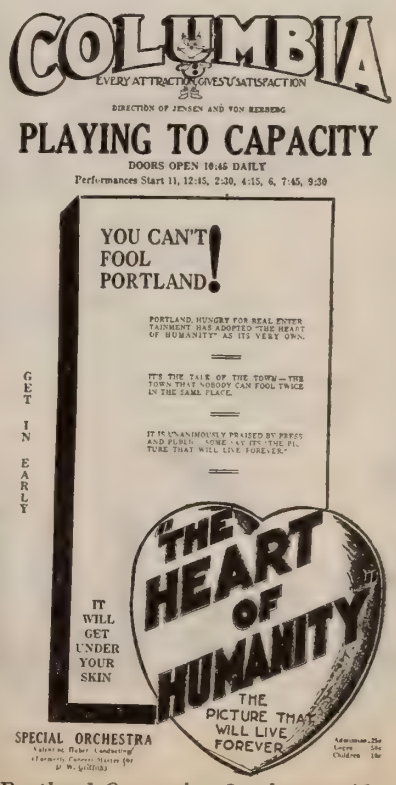
Atlanta Journal half-page adv. which "kills" the entire paper for anything else.

HOW THEY OPENED THE TUDOR.

Atlanta, Ga., Feb. 22, 1919.
Mr. Carl Iaemmle, President,
Universal Film Mfg. Co.

Opened "Heart of Humanity," Tudor Theatre, Monday, Feb. 17th, playing four shows day with advance sale, by Tuesday house entirely sold out for remainder week makes it necessary to continue next week, giving five shows per day. Mailing photographs. Tremendous crowd in front theatre; necessary get police to clear street for traffic. Congratulations. You are right, This picture will live forever.

TUDOR THEATRE,
B. Lee Smith, Mgr.


COLUMBIA
EVERY ATTRACTION GIVES SATISFACTION
DIRECTION OF JENSEN AND VON HERBERG
PLAYING TO CAPACITY
DOORS OPEN 10:45 DAILY
Performances Start 11, 12:45, 2:30, 4:15, 6, 7:45, 9:30
YOU CAN'T FOOL PORTLAND!
PORTLAND, HUNGRY FOR REAL ENTERTAINMENT HAS ADOPTED "THE HEART OF HUMANITY" AS ITS VERY OWN.
IT'S THE TALK OF THE TOWN—THE TOWN THAT NOBODY CAN FOOL TWICE IN THE SAME PLACE.
IT IS UNANIMOUSLY PRAISED BY PRESS AND PUBLIC. SOME SAY IT'S THE PICTURE THAT WILL LIVE FOREVER.
GET IN EARLY
IT WILL GET UNDER YOUR SKIN
"THE HEART OF HUMANITY"
THE PICTURE THAT WILL LIVE FOREVER
SPECIAL ORCHESTRA

Portland Oregonian 3-column wide.

BEAT TWO YEARS RECORD.

Universal Film Exchange,
35 Church Street,
Buffalo, N. Y.

Buffalo, N. Y., March 29, 1919.

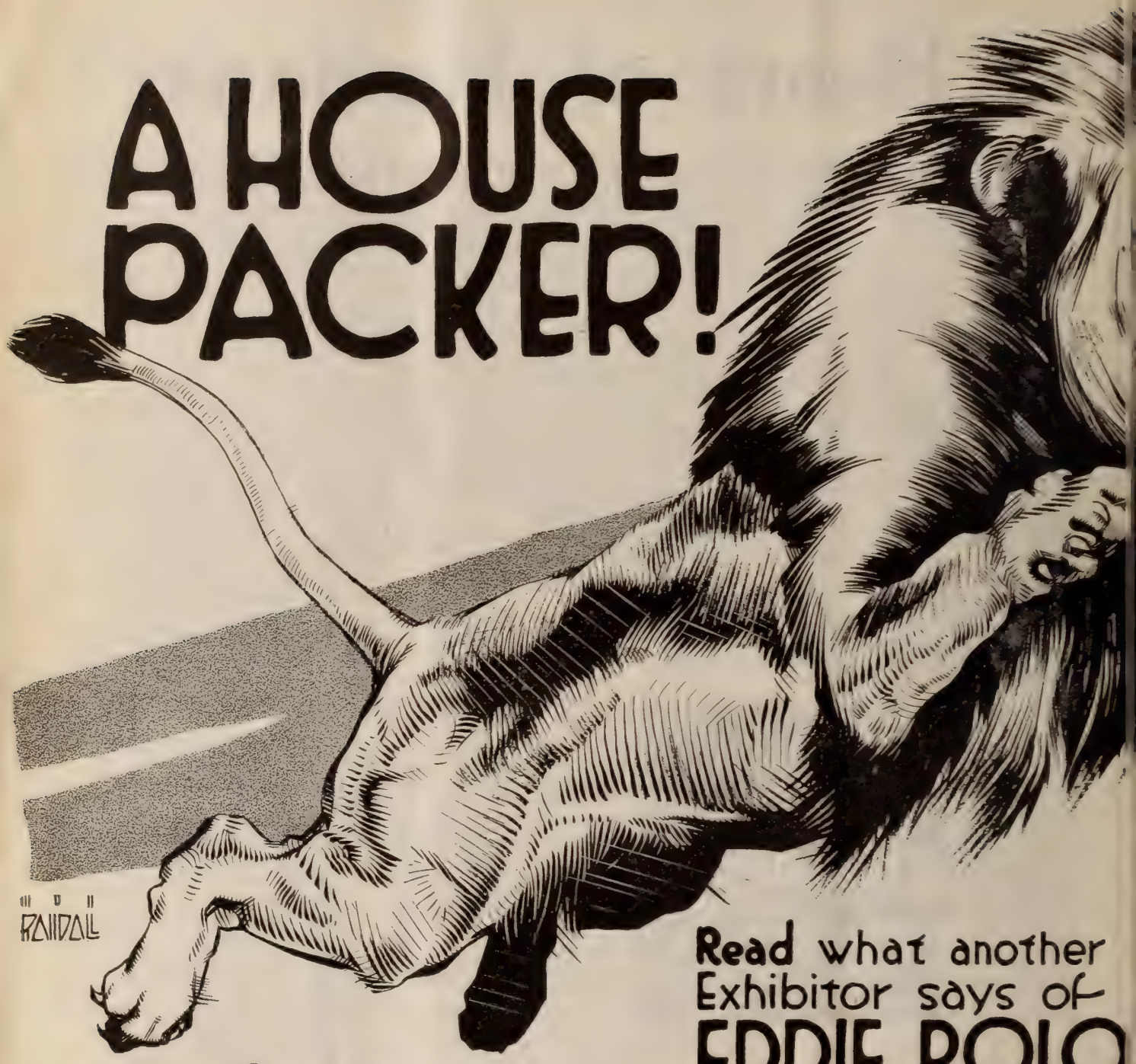
Dear Mr. Hopkins:—

We are very pleased indeed to advise you that "The Heart of Humanity" did the biggest business for us of any feature that we played in the past two years.

The production was a "Special" in every respect, and every one concerned with this production is entitled to the highest endorsement.

Very truly yours,
(Signed) SHEA HIPPODROME CO., INC.,
Harold B. Franklin, Managing Director.

A HOUSE PACKER!



Read what another Exhibitor says of

EDDIE POLO

in

"The LURE of the CIRCUS

Did you ever pull 50% of the population of your town to the opening of a serial

What serial can YOU mention that has accomplished the amazing record of pulling half the population of an ENTIRE TOWN to the theatre? Go up and down the list. Look over every serial you've played. Recall as many competitive serials as you can. YOU CAN'T NAME ONE SINGLE SERIAL THAT CAN EQUAL THIS ALMOST UNBELIEVABLE RECORD . . . and here's the Exhibitor's own words—

"Dear Calvert: Showed 'The Lure of the Circus' on the opening night to 338 people—everybody thought it was great.

"The little town of Crofton boasts of a population of 610 people, so according to Mr. Gregg's figures, over 50% of the people of the town took in 'The Lure of the Circus'—some record."

NO SERIAL PULLS LIKE "THE LURE OF THE CIRCUS"

Mr. M. Taylor of Ansonia Theatre, Butte, Montana, says:

"I have a confession to make. You recall you told me to book EDDIE POLO in "THE LURE OF THE CIRCUS' to build up the last three days of the week. I did so, and everything you said not only came true, but 'way in excess of my wildest anticipations.

"I urge every exhibitor to book this serial, and I will be happy to recommend it by letter or in person to any exhibitor you care to refer to me. No serial pulls like 'THE LURE OF THE CIRCUS'. It's a privilege to be able to book it. Let every exhibitor count himself lucky who can get it for his house. Serials like this simply mean fat Bank Books for theatres. Come on with more of them. I'll book 'em as fast as they are released."

"THE LURE OF THE CIRCUS" IS A GOLD MINE FOR THEATRES. HAVE YOU SHARED IN THE BIG MONEY? SEE YOUR U. EXCHANGE.

High Speed MORRISON
The Western Thunderbolt

Here's another of those fast Western 2-reel pictures, featuring High Speed Morrison, the Western Thunderbolt, and Helen Gibson, star of many of this type of story, both highly popular with fans everywhere, in their latest

2 REEL WESTERN
"The RUSTLERS"

No western character on the screen to-day rides faster, has more real pep, a finer smile, a more engaging personality, or does better work in two-reel productions than Morrison. Instead of paying high costs of 5-reel features with unknown western actors boosted as stars, try these 2-reelers, and give your audience as fast and good a show with these 2-reelers as most western features. **BOOK THRU YOUR NEAREST UNIVERSAL EXCHANGE AND BOOK THEM ALL.**

Big Broadway Success

RUPERT JULIAN

SUPPORTED BY JANE NOVAK
AND SPLENDID CAST IN

"THE FIRE FLINGERS"

Filmed From Wm. J. Neidig's Big

Saturday Eve. Post Story

Variety says:--

"Here is a six-reel Universal Special Attraction that is a corking feature picture. It is so good that one marvels at the fact that it was possible for Rupert Julian to play two roles and still direct the picture. In story form 'THE FIRE FLINGERS' carried tremendous suspense. In the picture nothing has been lost. As a production, 'THE FIRE FLINGERS' stands out as one of the best U Special Attractions of recent release, and for genuine suspense there has not been a picture like it in a long while."

IT'S A UNIVERSAL SPECIAL ATTRACTION

The brilliant new Star

PRISCILLA DEAN

in her wonderful new Picture

"A Silk-Lined Burglar"

The Chicago Evening Post Says:

"Priscilla Dean is surely one of the cleverest and most attractive stars of today. In this picture she has a good role and a worth-while plot to work with, and the result is most satisfying. She has beauty, magnetism and cleverness, and it is not strange that her popularity is growing rapidly. Both story and star will delight you."

UNIVERSAL SPECIAL ATTRACTION

The Moving Picture Weekly

Vol. 8_No.11
May 3. 1919

Mae Murray —
The Delicious
Little Devil

"THESE FINGER PRINTS WILL TELL THE WHOLE STORY!"

WID'S DAILY SAYS:-

"All Producers figure correctly on the advertising value of a Saturday Evening Post story. It is large. Use such catch lines as "Dead men tell no tales, but finger prints do." "See how a few marks on a cardboard reveal the secret of a man who has assumed the identity of another," or "Are you sure you know your own husband." See this intense drama, starring—

RUPERT JULIAN

FAY TINCHER AND JANE NOVAK IN

"THE FIRE FLINGERS"

WM. T. NEIDIG'S BIG SATURDAY EVENING POST STORY

Take advantage of the fact that "THE FIRE FLINGERS" created a sensation when it appeared in the Saturday Evening Post. Millions have read this dramatic story; thus, advertised as RUPERT JULIAN and brilliant cast in Wm. J. Neidig's thrilling SATURDAY EVENING POST STORY, you play capacity. Get more facts and advertising ideas from your Exchange.

It's a Universal Special Attraction

BLUEBIRD'S BIG SPECIAL DEAL HITS THE MARK WITH EXHIBITORS

Bluebird's Big Special Deal has gone over with a bang! Exhibitors who appreciate its tremendous possibilities, are telegraphing their lists of Stars and Plays to their exchanges. Every day sees more exhibitors nailing this plan for their theatres. Sixty-seven wonderful Bluebirds --all proven successes, selected from more than one hundred and fifty feature releases, on a sliding scale of prices, enabling Exhibitors to book, for a whole season, the finest series of Stars and Plays ever released.

TREMENDOUS BOOKINGS

Bluebird Exchanges are working days and nights to fill orders for Exhibitors on this special deal, proving that Exhibitors appreciate a good thing when properly presented.

Such Celebrated Stars as Dorothy Phillips, Mae Murray,

Carmel Myers, Priscilla Dean, Herbert Rawlinson, Rupert Julian, Lois Weber, Ella Hall, Fritzie Brunette, Frank Keenan, Franklyn Farnum, Louise Lovely, Monroe Salisbury, Ruth Clifford, Violet Mersereau, and others included in this deal.

EXHHIBITORS NOW AGREE THAT PATRONS DO NOT CARE ANYTHING ABOUT RELEASE DATES

Scores of letters have already been received in which exhibitors fully agree with us that productions that have never been shown in their theatres, are as good as brand new releases. In other words, the public don't care about release dates. All it wants is good pictures --and that's what you get in this deal. Big stars in big pictures, and as good as new if you've never shown them in your house.

EXHIBITORS IN ACCORD WITH POLICY OF RECOGNIZED STARS--STORIES AND PLAYS

To a man, those who have booked from this

special plan agree that our idea of a special sliding scale of prices on former productions in which are offered recognized Stars in recognized stories and plays of merit, is a "find" for theatres that have never shown these pictures. It brings to these hundreds of houses a series of successes that have played capacity in hundreds of other houses, and enables exhibitors to get their regular full admission prices with rentals but a fraction of the high costs of the latest releases, and pictures as good, many vastly superior to the latest releases.

THE DEAL BRINGS AN ENTIRE SEASONS REPERTOIRE OF PROVEN SUCCESSES

Here, then at one stroke, you side step all worry, save weeks of time viewing pictures, and guarantee yourself a bank balance bigger than you ever saved in one season, by booking the entire sixty-seven productions, *or as many as you can.*

In other words this special deal enables you to book a whole full season of successful plays, and enables you to make a tremendous showing and wonderful impression on your patrons by publishing the entire list booked with names of stars, stories, etc., in programs, heralds, announcing same on your screen in advance, showing your patrons what they may expect all season long.

SIXTY-SEVEN PICTURES

AS BIG TODAY AS THE DAY

THEY WERE RELEAESD

In either of the last three issues of MOVING PICTURE WEEKLY, which you should receive every week, or copies of which you can get from your Bluebird Exchange, are the names of the stars, titles of plays, authors, etc.

Each production (if you've never played it in your house) is just as good to you as if it were released this week. Time means nothing.

Star, story, and record of past success means everything. Your people want entertainment. That's what this plan enables you to give them, with fat profits all season for yourself, all based on this——

YOU GET A SLIDING SCALE OF PRICES ACCORDING TO THE NUMBER OF PICTURES YOU BOOK

If you book 25 productions you get a startlingly low price, if you book 35 you get a still lower price, and if you book the entire 67 you get a price that immediately guarantees you a bigger bank balance than you've had in years, with the finest series of proven successes ever released. No gambling. No trusting to luck. ALL PROVEN SUCCESSES, that have played big in all parts of the country. Get a copy of either of the three last issues of MOVING PICTURE WEEKLY. See the list of stars, plays, authors, stories, etc., and WIRE YOUR LIST to your nearest Bluebird Exchange.

BLUEBIRD Photoplays, Inc., 1600 B'way, New York

COMING! COMING!

To Pack Your House for 18 Solid Weeks
The Mightiest Serial Star of them all

JAMES J. CORBETT

in the Universal's Tremendous 18-week Box Office Attraction Serial

"THE MIDNIGHT MAN"

Wire Your Nearest Universal Exchange
***and* DO IT NOW**

Look Before You Book!

No. 235 Straight from the Shoulder Talk by Carl Laemmle, President, Universal Film Manufacturing Co.

Take the case of Priscilla Dean, for example:

How many people in the picture business dreamed a few short weeks ago that Miss Dean was soon to become A BRAND NEW SOURCE OF REVENUE for the exhibitors of the world?

How many of you dreamed that this [then] practically unknown girl would today outpull the stars whose names have been household words for the past few years?

It only goes to prove one vitally important thing which you ought to remember every day of your life, namely, that the picture business is so full of unexpected twists, and it changes so rapidly from

week to week that YOU OUGHT TO BE READY FOR ANY NEW TURN.

Just apply this to the way you do your booking. Those of you who were booked up solidly for months ahead, had to turn down the Priscilla Dean Universal Special Attractions because you had no room for them. And now that it is too late and you find the other fellow simply minting profits with every Priscilla Dean picture, you regret it bitterly but vainly.

Why permit yourself to get caught that way again?

Why tie yourself up so tight that you can't move freely and swiftly when some NEW profit-maker comes into the business?

Keep more dates open than you've kept in the past. Be ready for every good thing that bobs up. The market is so full of pictures that you run no earthly risk in keeping an open, elastic booking system.

The exhibitor who OVERBOOKS and then has to put pictures on the shelf and pay for them without using them because he wants to grab the newest hit is guilty of the craziest and most extravagant waste. The way to prevent it is to book the stars or pictures that make profits for you and then keep plenty of open days and also an open week every month for the extra big features that will flood the market from now on.

Booking with your eyes shut is not going to make any money for you in these days of swift changes.

Look before you book!

UNIVERSAL'S BIG

Featuring the Celebrated Sta

ELMO

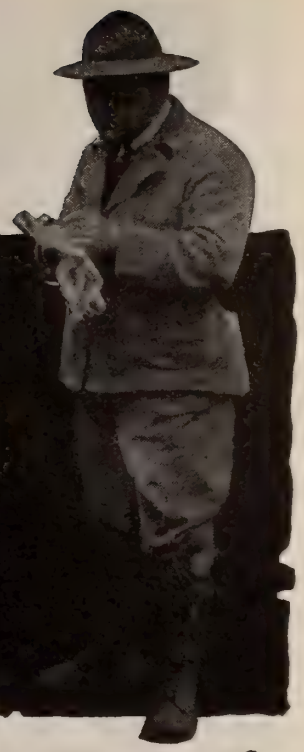
"ELMO

with GRACE CUNARD

ELMO LINCOLN as he appeared as "TARZAN" in "TARZAN of THE APES"

LOVE INTEREST

NEW SERIAL
of "Tarzan of the Apes"



LINCOLN in "THE MIGHTY"

Directed by HENRY McRAE

Guaranteed Success Elements of the new Challenge Serial--

Four elements stand out distinctly guaranteeing 13 weeks of sure fire success in this big new challenge serial. First—ELMO LINCOLN, famous star of "Tarzan of the Apes," that every exhibitor knows was a sensational money-maker, with added prestige of his magnificent portrayal of the wonderful Blacksmith in "The Kaiser, the Beast of Berlin."

Grace Cunard, for years a serial star, known to all four corners of the earth. Directed by Henry McRae, recognized as one of the greatest serial directors in the entire industry.

A brand new story, in brand new surroundings, with brand new action, thrills, suspense, nerve-tingling sensations for 18 straight weeks. Released July 14th, immediately following that sensational serial success—"THE RED GLOVE."

NOW BOOKING THRU ALL UNIVERSAL EXCHANGES

The Mysterious Masked Rider of Mad Mountains.

THE MOVING PICTURE WEEKLY

A MAGAZINE FOR MOTION PICTURE EXHIBITORS

Published Weekly by the MOVING PICTURE WEEKLY PUB. CO.
1600 BROADWAY, NEW YORK CITY

PAUL GULICK, *Editor* JOE BRANDT, *Bus. Mgr*

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Vol. 8. MAY 3, 1919. No. 11

JUVENILE CRIME AND THE SCREEN

By W. D. McGUIRE,

Executive Secretary of the National Board of Review of Motion Pictures.

ONE lie which dies a slow death is that of the direct effect of motion pictures on juvenile delinquency. Since mediæval times, parents and public officials have delighted to place the responsibility for the acts of spirited boys and girls on some fascinating entertainment. The motion pictures have been made in this case to pay an unjust penalty for popularity.

The process of reasoning has been entirely faulty. Judges, probation officers, parents and teachers all said: The children have gone to the movies; they have committed some crime; therefore, lay it on the movies. This false reasoning has crept into the newspapers in spite of the steady denial by those who have taken the pains to investigate the actual facts. Edward M. Barrows of the People's Institute in New York investigated "scores of cases in which the movies were held responsible by policemen, judges and reformers, for the commission of crime. I found only a very few cases in which this charge could be sustained by any actual facts. Usually there were other environmental influences at work, or the children were feeble-minded."

Many Claims Are False.

In several cases the children have been led to assign the motion picture as the cause for the commission of a crime. A school investigator in Hartford, Conn., stated that "court investigation does not prove that there is an appreciable number of boys and girls who reproduce the pictures seen in the movies in the commission of crime."

The report of the Cinema Commission of Inquiry of Great Britain in 1917 contains this statement from the Court Missionary and Probation Officer: "So far as the influence of the cinema on the commission of juvenile crime is concerned, there have been very few cases where it could be proved that the offense was the result of the influence of the picture houses. To my knowledge, I have never heard it said that the defendants had been led to do it by seeing it on the cinema. It is frequently stated by the school officers that the children have been to the picture palace. This is a statement merely, and these statements are not proved by the facts. It is evidence on oath that decides the case."

The Mayor of Twin Falls, Idaho, reports, in response to an inquiry about a widely published crime, which was reported as the result of motion pictures, that the two boys were found to be morally lacking, the children of a weak-minded mother, and that the case could be in no respect traced to the motion picture.

The Mayor of Pottsville, Pa., inquired into the cause of the death of Albert Poplesky. He says: "I have found no cause directly traceable to the motion picture show which the boys could have seen. I am free to state that this unfortunate affair would have happened with or without motion pictures."

Movies Not to Blame.

Fred F. McClure, superintendent of the Recreation Department of the Board of Public Welfare, Kansas City, Mo., investigated the case of three boys charged with stealing goods they were trying to sell. He found that there was no verification whatsoever for the charge that movies had influenced these boys to become thieves.

Three cases widely quoted in the summer of 1917 in New York City were carefully investigated by two social workers. It was found that the reports of the police reporters could be in no case verified by the facts.

In these and many other cases the investigation has demonstrated that the motion picture has been unjustly charged for juvenile delinquency. You might as well hold the circus to blame for the broken legs and arms of small boys, the baseball league games for the broken heads and fingers of baseball enthusiasts, or E. W. Hornung, the creator of Raffles, for the gentleman and lady burglars who rise up from time to time to rob society.

The motion picture unquestionably appeals to children who are full of the spirit of adventure and gather ideas from all sources. If any serious blame is to be placed, it should rest heavily upon the shoulders of parents who deliberately ignore their responsibility for the actions of their children and give them money which is spent for poor candy, exciting novels, and pictures which are primarily adapted for adults.

ANTI-CENSORSHIP SLOGANS.

USE THEM IN YOUR PROGRAM AND MAKE SLIDES FOR YOUR SCREEN.

Censorship implies distrust of the judgment and ability of the mass of the people. It is undemocratic. It consigns to the few the privilege of dictating to the many what they shall see, read and think.

The censor orders you not to think.

Censorship is a hangman. It takes life away from beauty.

Put on your blue specs—the censor's coming!

The censor turns the silver-sheet to lead.

The man who tells you what you like—the censor.

Why should a few men choose the nation's pictures?

The picture the censors like may not be the one you do.

Pictures of the people, by the people and for the people!

The Actress and the Picture which have made one of the biggest hits of recent years——
Priscilla Dean
in the Universal Special Attraction
The WILDCAT of PARIS

Extra Special Announcement on

Dashing Daredevil

MARIE WALCAMP

in the Serial that's sweeping the Country from End to End

"The RED GLOVE"

Filmed from Douglas Grant's Thrilling Story, "The Fifth Ace." Directed by the Great MacGowan.

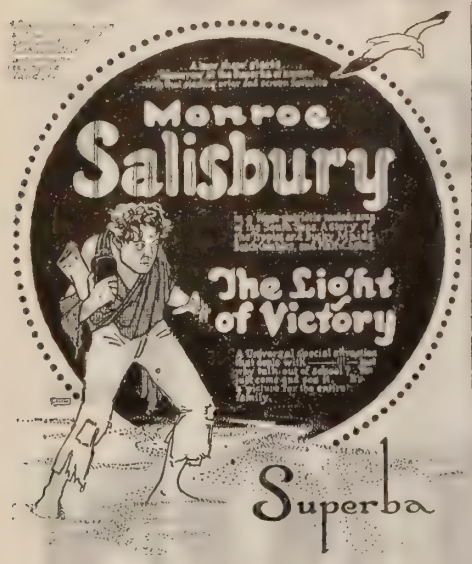
ADVERTISE IT AS YOUR BIGGEST FEATURE ATTRACTION

and watch the Money simply roll in!

"THE RED GLOVE" with its class and elegance deserves as big a share of your newspaper advertising as the finest feature you ever presented. Yes—even more so, because "THE RED GLOVE" is an 18 week feature, and your advertising will pull over the entire period, whereas, your feature is here today and gone tomorrow, and with it goes your advertising value. A specially huge newspaper advertising campaign in mat and electro form can be had from your exchange. All prepared and ready to publish. No serial yet filmed ever had such an immense campaign prepared for it as has "THE RED GLOVE."

The advertising for "THE RED GLOVE" has punch and pulling power all through it. Prepared with red-blooded vigor to drive home into the minds of your patrons that YOU have the finest, most artistic, classiest, most entertaining serial the public have ever seen. All you have to do is add your theatre name at the bottom of each ad and it is complete to run. Consult your exchange. Get these ads. Make a big bid for this serial business and you, as hundreds are now doing, will make an entire season's clean up. BOOK IT NOW AND BOOST IT TO THE VERY LIMIT. THE RESULTS WILL AMAZE YOU.

Example of Special Attraction Advertising

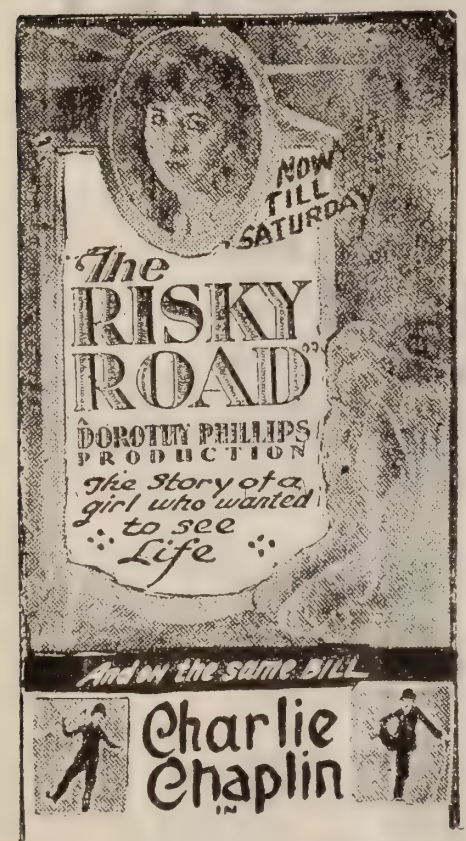


The Superba of Los Angeles has a standard to set as a first-run house. That's why its advertising is so striking and original and of such proportions.

Four-column adv. in the Long Beach Telegram, Long Beach, Cal., for "The Wildcat of Paris."

It starts tomorrow at the
SUPERBA
The Silk-Lined Burglar"
With PRISCILLA DEAN "The Female Jimmy Valentine"
It's more exciting than "Come Through" More mysterious than "Kiss or Kill" and Wilder than "The Wild Cat of Paris"
If you're looking for a picture that's full of thrills see this picture

Here is another of the Superbas five-column ads. "The Female Jimmy Valentine" is a good line for Priscilla Dean in such a production as "The Silk-Lined Burglar," and it may be used again even more appropriately for "The Exquisite Thief," which is her next film.


NOW TILL SATURDAY
The RISKY ROAD
DOROTHY PHILLIPS PRODUCTION
The Story of a girl who wanted to see Life
And on the same BILL
Charlie Chaplin

Strand Theatre—Pittsfield, Mass.

AGE HAS NOTHING TO DO WITH ITS DRAWING POWER

Editor,
Universal Weekly,
Dear Sir:-

Enclosed you will find a few ads which I used in connection with some of your pictures.

I might state that relative to some of the pictures which may seem to you to be old, that providing a picture is good and in good condition I find that the age has nothing to do with its drawing power and I have done well with these pictures.

Yours very truly,
[Signed] H. C. Young
Strand Theatre
Pittsfield Mass.

Two of H. C. Young's advertisements in the Pittsfield, Mass., papers. They are 5-columns wide.

NEW SCREEN MAGAZINE

THE NEW SCREEN MAGAZINE is truly the reel of animated knowledge. People love it for its uniqueness, its novelty, its originality. They are fascinated by the new and out-of-the- ordinary things the NEW SCREEN MAGAZINE shows each week. All the latest inventions, all the newest things in science, dancing, trick photography, art, slow motion photography, splendid series of travel pictures, exquisite scenics, and scores of other distinct novelties. You can build up a fine business on the day of the showing of the NEW SCREEN MAGAZINE each week if you boost it.

Your nearest Exchange will give you all the facts and figures. Then it's up to you to give your patrons a real treat every week and bank some extra fine profits for yourself. Go see any release at your nearest Universal Exchange.

Any Universal Exchange

Monroe Salisbury

—an exceptionally able actor whose virile personality and remarkable talent for emotional portrayals have made him a consistent drawing card in every theatre in the country. Let your people see him in the magnificent tropical settings of his first Universal Special Attraction, and you'll agree with the wire reports of the Dramatic Mirror, which say: "Box Office value — great. Exhibitor Comments — 'Intense drama that pleased'."

"The LIGHT OF VICTORY"

A UNIVERSAL SPECIAL ATTRACTION WHICH YOU SHOULD SEE AT YOUR FIRST OPPORTUNITY

Priscilla Dean

THERE are no two ways about it—Priscilla Dean is the year 1919's best discovery. And the interesting part of it is—nearly every exhibitor is convinced that it was he who discovered her. Well—he's right! He did discover Priscilla Dean when he saw her at his Universal Exchange in "THE WILDCAT OF PARIS," and she made an even bigger hit than he'd figured on. So he booked her immediately in her next, "THE WICKED DARLING," whereupon she "repeated"—and packed his house again. Then came a third success, "A SILK-LINED BURGLAR," and Miss Priscilla Dean was established permanently.

That's why this remarkable young actress is now termed—"The Exhibitor's Star." Because she wasn't press-agented, or boomed, or boosted in any way. The Exhibitor discovered her and kept her plays showing and Priscilla Dean made good for him—turned out to be the best new bet of the current year.

See her in "A SILK-LINED BURGLAR" at your nearest Universal Exchange and you'll know the reason.

"A Silk-lined Burglar"

A UNIVERSAL SPECIAL ATTRACTION

Priscilla Dean

--whose sensational successs has created a brand new source of revenue for the moving picture exhibitor. Book the superbly dramatic Universal Special Attraction in which she made her second great hit and you'll be doing yourself a favor.

The WICKED DARLING

See it without fail at your nearest Universal Exchange

What the Critics Say About Universal Special Attractions

From the Chiacgo Post Under the Heading of

PHOTOPLAYS

"THE AMAZING WIFE."

Directed by Ida May Parks as a Universal special production, starring Mary MacLaren. Presented at the Casino Theatre.

CAST.

Cicely Ashton.....Mary MacLaren
John Ashton.....Frank Mayo
His Mother.....Molly McConnell
Claire Winston.....Ethel Lynne
Philip Ashton.....Stanhope Wheatcroft

BY GENEVIEVE HARRIS.

IT surely was an amazing situation for a hero when he returned from France to his own home and found there a young woman he had never seen before, but who declared she was his wife. That is the situation upon which this picture is based, and Mary MacLaren is the unexpected wife.

The picture doesn't begin with this scene, however. The story begins with the heroine's troubles, and being Mary MacLaren, she has a great many. You may be sure of that. She marries a man she hates so that he may help her take care of her mother. A few hours after the marriage ceremony, the unloved groom gets into a fight and is killed. About the same time the heroine's mother dies.

It is some time after this that Cicely reads of the death in France of a wealthy young officer who bore the same name as her dead husband, John Ashton. She determines to use her marriage certificate to prove to his family that she is their son's widow.

Her scheme works and we find her a welcome member of the Ashton family. She has a lovely time until John Ashton inconveniently comes back, the report of his death being greatly exaggerated. From that point on you can well imagine that the plot gets thicker and thicker. And, of course, in the end things are put to rights nicely when John and Cicely fall in love.

The story is interesting, and its situations have dramatic force, if you overlook their improbability. If you are in an uncritical mood and if you like just a story which holds your attention, you will probably enjoy this. You will have to overlook many inconsistencies in action and motives. And there isn't much to be said in defense of the heroine. Her actions are scarcely admirable.

Mary MacLaren is as pretty as ever, and plays in her usual fashion. She has plenty of sad scenes, and seems overcome by emotion much of the time. It would be a pleasant surprise to find her cast in the role of a spirited heroine in some picture, one who could "buck up" and shoulder her troubles with a smile.

The supporting cast is composed of well-selected and likable players. The story material has been cleverly handled, and it is probable that the star's appeal and the unconventionality of the situations will give the picture sufficient entertainment value for the average fan.

From the Chicago Daily Journal Under the Heading

NEWS OF FILMLAND

"THE SILK LINED BURGLAR"
Presenting Priscilla Dean
A Universal Feature
Shown at the Casino

By VIRGINIA DALE

Priscilla Dean is rapidly making a place for herself in the hearts of photoplay devotees that has never been occupied by anyone else. For Priscilla is unique. With a decidedly French air, which goodness knows how the daughter of Erin has come by, she can hold her audiences by a rather audacious earnestness of presentation. Let us hope Universal will continue to appreciate its newest asset and will provide the vehicles suited to her individuality.

"The Silk Lined Burglar" has the advantage of a good situation and an unusual love interest. Unusual in the sense that the two leading characters do not maintain the love interest between themselves.

It is a Boston Blackie story written by Jack Boyle. The attention is focused on Blackie as much as it is on Doris. Evidently stellar prominence has not made Miss Dean endeavor to subordinate the play to her part.

Blackie reads an ad in a paper. It is to the effest that a "thoroughly efficient safe cracker" is wanted, and that the applicant is requested to apply at once, please. It is that polite little monosyllable that makes Blackie positive the advertisement was written by a woman. And in spite of his wife's protestations, he decides for the "fun of the thing" to take a chance.

It is Doris who meets him. Doris, wide-eyed and frightened to death, but determined to get what she is after. The safe in question is in a certain Hoffmeier's house. With the venomous methods of the Hun still in one's mind, thoughts of a spy immediately arise. And it develops that he is a spy. But the papers that are obtained from the safe at such risk do not help the situation at all.

It is Boston Blackie's cleverness that makes a success of a situation that seemed a failure. And how he changes from a law breaker to a law maintainer forms a satisfactory ending to a good picture.

PRESS SHEET "HARRY CAREY in BARE FISTS"

REGARDING THE STAR

HARRY CAREY, the star of "Bare Fists," the Universal Special Attraction to be shown at the ..... Theatre ....., was partly through law school before he suddenly decided that he did not want to become a lawyer after all. Instead he embarked almost overnight on the stage career which finally brought him to the screen as one of the foremost of Western stars.

Carey's story surely upsets most of the traditions that surround things Western. He was a city product purely, and more than that, an Easterner. Most remarkable of all, he was born and brought up in New York, popularly supposed to be the most "tenderfoot" spot in the Western hemisphere.

Carey at first planned a political career, having many friends and relatives in politics in New York. With that ambition in view he decided to become a lawyer. He was through his third year in the New York University Law School when he suddenly decided to go on the stage.

Unlike other star actors who prate about the uplift of art, Harry Carey frankly states that it was his quest for the elusive dollar which made him turn to the footlights.

He first essayed blackface comedy stuff and obtained an engagement in a New York burlesque show. But way down in his heart there was a yearning for something that had the atmosphere of the West. So being a New Yorker with lots of nerve and only a hazy idea of what the West was like, he took his pen in hand and wrote a thrilling story of the West and named it "Montana." Naturally he wrote the star part for himself.

"Montana" went over with a bang. For twelve years Harry presented "Montana," and the returns it brought proved that he was a good guesser when he concluded that the stage would bring quicker and bigger results than the law.

Harry was among the first of the legitimate stage actors to see the great future in motion pictures. Disaster was predicted for him when he quit the footlights to join D. W. Griffith, Mary Pickford, Henry Walthall and other so-called "unknowns" at the old Biograph studio in New York about eight years ago.

AN ADVANCE STORY

HE had seen the terrible grief brought upon his mother through a gun, when his father had been brought home dead after attempting to quell a saloon brawl he had been forced to watch her constant fear since then, the fear that perhaps, he, too, will meet with disaster through one, and when she pleads with him,, her kind mother eyes filled with tears, to promise that he will never carry a gun again, he yields after a tremendous struggle.

It has been hard to yield—but to hold the promise is even harder. It costs him the respect of his friends and the fear of his enemies. Even the only girl doubts him at times—Cheyenne Harry imagines he can read the question in her eyes—"You man that I love, are you a coward?"

His cattle are stolen, he is cheated and tricked, and then, most humiliating of all, he is accused of shooting an unarmed man. He endures all, until that day they brand his little brother—and as the man holds the trembling, game little form in his arms, a gleam of vengeance comes into his eyes. The muscles of his trigger finger twitch as the long-obsolete six-shooter is called into action. Then comes a bit of gun play that some critics have called a classic, and then—happiness, of course, and love, after Cheyenne has fought for it.

Jack Ford directed the production of "Bare Fists," which will be shown at the ..... Theatre ....., from a scenario by Eugene Lewis, based on a story by Bernard McConville. Supporting Harry Carey is an exceptional cast, which includes Betty Schade, Anna May Walthall (a sister of Henry B.), Molly McConnell, Vester Pegg, Joe Harris and Howard Ensteadt.

In the cast with Harry Carey in "Bare Fists," the Universal Special Attraction to be shown next ..... at the ..... Theatre, are Betty Schade, Vester Pegg, Anna May Walthall (sister of Henry B. Walthall), Joe Harris, Molly McConnell and Howard Ensteadt.

Southwestern Kansas a decade or so ago, during the days of the "open range," is the locale of Harry Carey's latest picture, "Bare Fists," a Universal Special Attraction, which will be shown next ..... at the ..... Theatre. "Bare Fists" has a strong dramatic theme, relieved by human touches so characteristic of Carey pictures.

HARRY CAREY'S BUSY LIFE.

WHEN the term versatile is appliled to an actor, it usually means that he can play varied roles. But Harry Carey, Universal's Western star, has earned the description in another way. Carey has played varied roles on the stage and screen, it is true, but he has also played equally varied parts on the greater stage of life.

He studied law. He operated a street railroad, having been superintendent of the City Island Railroad in New York, which was owned by his father, the late Judge Henry D. Carey. He wrote plays and acted in them. He was a noted athlete in Yale, where he led the track team. He was a cowpuncher and owned a ranch. And in Alaska he hunted gold—unsuccessfully.

So when Carey is called on to play a role on the screen he usually is able to call on his memory for material to aid him. In "Bare Fists," his latest picture, which will be shown at the ..... Theatre next ....., he has only to go back to his rancher days, for "Bare Fists" is a virile, dramatic story of the old "open range" days in the West.

WHAT'S IN A NAME?

DURING a recent visit of the Marquis Mayeda of Japan and Baron Minoru Hirata to Universal City, to see how motion pictures are made, they were told by the guide that Harry Carey was working on the stage they were approaching.

"Hari-kari?" queried the Marquis, the light of interest gleaming in his eye.

Harry Carey was in a scene from "Bare Fists," with Vester Pegg and Betty Schade, and the Marquis and Baron gazed on as if entranced.

"Does he cut his throat or take poison?" asked the Marquis.

"That's not in the script," replied Jack Ford, director.

"But they told us 'Hari-kari,' was the rejoinder.

"Why, that's the star's name,," said Ford.

"Ah," said the Marquis to Carey. "You are the famous Haree Caree, I see. I though you have, maybe, a scene like in—Japan—hari-kari, eh? What you call—suicide. Much resemblance in your name—ah—hari-kari—yes?"

"Bare Fists" will be shown ..... at the ..... Theatre.

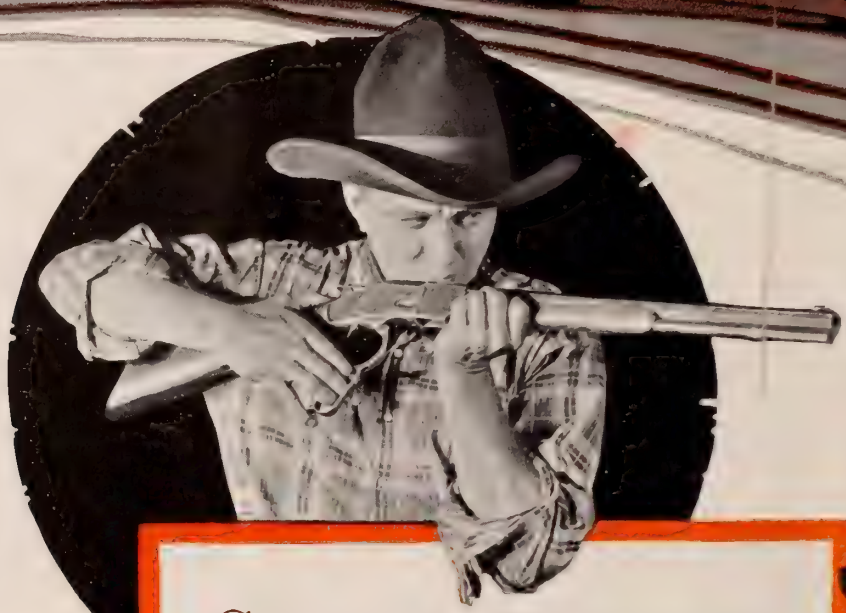
Harry Carey

GREATEST OF ALL WESTERN CHARACTERS

in "BARE FISTS"

UNIVERSAL SPECIAL ATTRACTION

HARRY

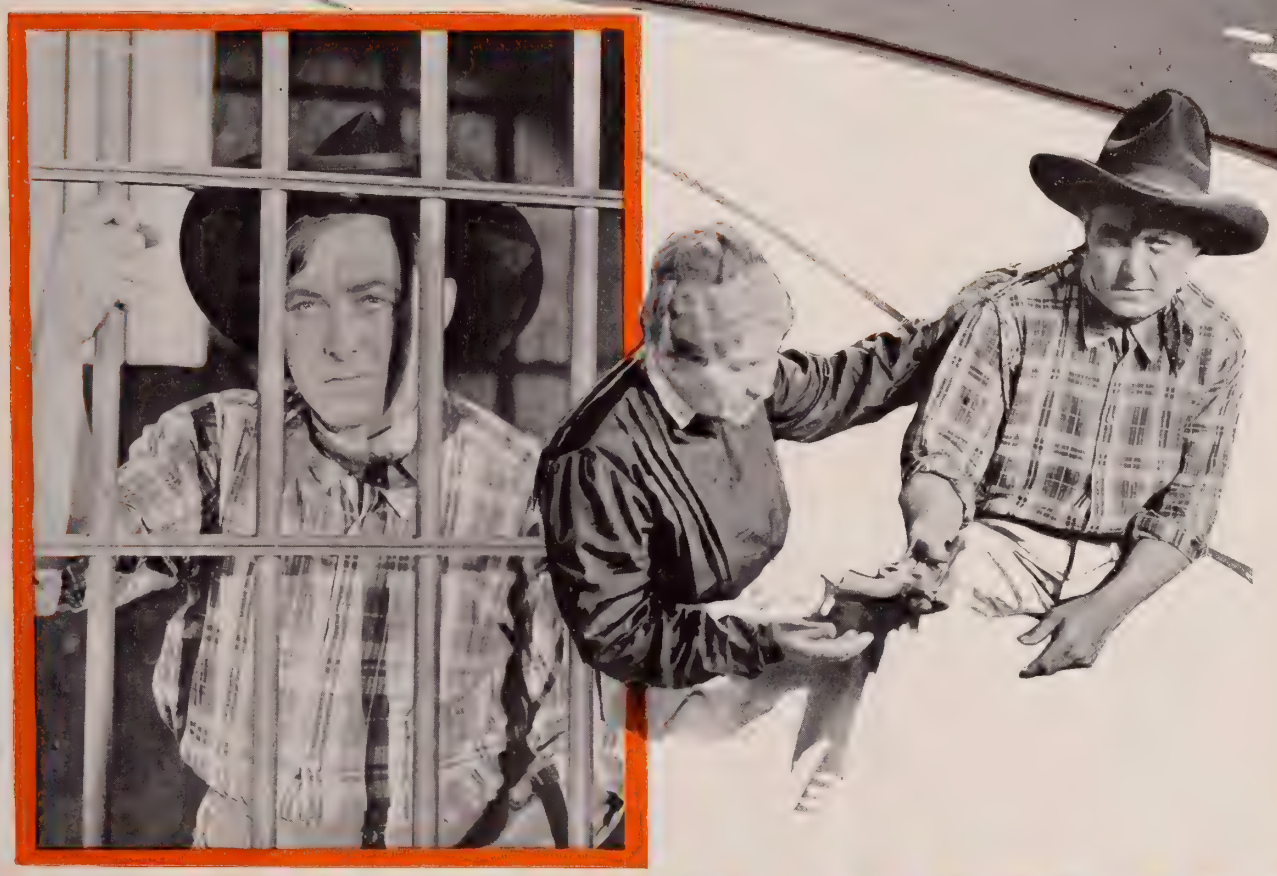


CHAPS and a gun and a big sombrero –are these all that make a Western? Harry never wears chaps–he wears overalls–yet he *gets it over.* Half the time, he's lost his hat–yet they yell *just the same.* And as for a gun–you can see him on the other page giving his mother his gun and promising he'll never shoot again. *Gee whiz!* What kind of a plot is *that?* We'll tell you. He had to break his promise– and the *why* and the *how* and the *when* make the biggest, humanest, thrilling-est thing that Harry Carey ever did in pictures. Simply for *your own enjoy-ment,* go see "BARE FISTS." The booking will take care of itself. Your nearest Universal Exchange.

UNIVERSAL

CAREY in

"BARE FISTS"



SPECIAL ATTRACTION

IF you'll listen to some folks you'll hear that the business is terrifically in need of a *neutral* distributing organization which will cleverly pick your pictures for you, and so save you from the fiendish clutches of the all-devouring Producer.

Mebbe so. We dunno. Our own idea is that good pictures are, themselves, the best distributors—and the fairest. Because just so long as Universal Special Attractions *net profit* you more than any competing productions this neutral distributing concern will have to recommend them to you—which isn't one bit more than Universal Special Attractions are doing today *all by themselves*. And as for "fairness"—what more do you want than the *biggest net*? When we've done that we've done our limit for you—angels could do no more.

Take an early look at each one of the Universal Special Attractions listed here—as a matter of pleasure—as a matter of good business. You'll see why these productions don't need any neutral party to distribute them.

UNIVERSAL FILM MANUFACTURING COMPANY
CARL LAEMMLE, President. 1600 Broadway, N. Y.

HARRY CAREY in "A FIGHT FOR LOVE"

PRISCILLA DEAN in "The Exquisite Thief"

MONROE SALISBURY in "The LIGHT OF VICTORY"

MARY MAC LAREN in "The AMAZING WIFE"

RUPERT JULIAN in "The FIRE FLINGERS"

SERVICE SHEET for "BARE FISTS"

AT A GLANCE

SUBJECT—"Bare Fists.

LENGTH—Five reels.

STAR—Harry Harey.

PREVIOUS HITS—"Three Mounted Men," "Hell Bent," "A Woman's Fool," "A Fight for Love," "Roped," Love's Lariat."

DIRECTED BY Jack Ford.

SCENARIO BY Eugene B. Lewis.

FROM STORY BY Bernard McConville.

SUPPORTING CAST—Betty Schade, Anna May Walthall, Joe Harris, Vester Pegg, Molly McConnell, Howard Ensteadt.

LOCALE—Southwestern Kansas.

TIME—A decade ago.

THUMB-NAIL THEME—The story of a man who promised his mother not to carry a gun, and who got into all manner of complications because of his promise. How he finally revenges himself on all his enemies when they outrage his young brother, makes the punch of a strongly dramatic story.

THE PRINCIPAL PLAYERS.

Cheyenne Harry.....Harry Carey
Conchita.....Betty Schade
Boone Travis.....Joe Harris
Lopez.....Vester Pegg
Conchita's Mother.....Molly McConnell
Ruby, a Dance Hall Girl,
Anna May Walthall
Bud, Harry's Brother,
Howard Ensteadt

FOR THE HERALD

HE traveled the hill country gunless. He suffered his cattle—those few he possessed—to be stolen, his sweetheart to be wooed.

Cheyenne Harry did not shoot, and why? He was a dead shot, feared by every bad man.

There was a reason why Cheyenne Harry would never more "pull a gun" in any cause whatsoever. The reason is contained in the story of "Bare Fists," showing at the ..... Theatre .....

ADVERTISING DISPLAY LINES

See Harry Carey, ace of the saddle, as "The Man Who Wouldn't Shoot."

His friends called him a coward, but he had promised his mother never to use a gun.

A picturesque romance of the cattle country.

Cheyenne Harry brings cattle rustlers to justice.

The straw that broke the camel's back—the branding of his little brother.

Hard riding, straight shooting, strong situations, 100 per cent. heart-interest—that's Harry Carey in "Bare Fists."

See Harry Carey in a battle royal.

A dance hall girl loved Cheyenne Harry, but he had eyes only for the stately senorita.

The West of old vividly painted in Carey's newest Universal Special Attraction.

He let men call him coward, but respected the promise he had made his mother.

Condemned to die for another crime.

ADVERTISING PUNCHES

1—The novelty of Harry Carey playing his role through practically all of a Western drama without a gun in his belt.

2—The fact that Anna May Walthall, sister of Henry B. Walthall, is one of Carey's leading women in this production.

3—The sensational fight where Cheyenne Harry brings to justice the enemies that have taunted him when he did not carry a gun.

4—The romantic situation of a dance hall girl in love with Cheyenne Harry and Harry being in love with a wealthy senorita.

5—The tense courtroom scene where Cheyenne Harry is condemned to die for a murder he did not commit.

6—The colorful vivid pictures of southwestern Kansas in the early days before the invasion of law and order.

7—The hard riding of Carey's band of cowboys.

8—A wonderfully vivid story, softened with characteristic Carey touches of tenderness.

9—The splendid cast, including Betty Schade, Vester Pegg, Joe Harris, Molly McConnell and Howard Ensteadt.

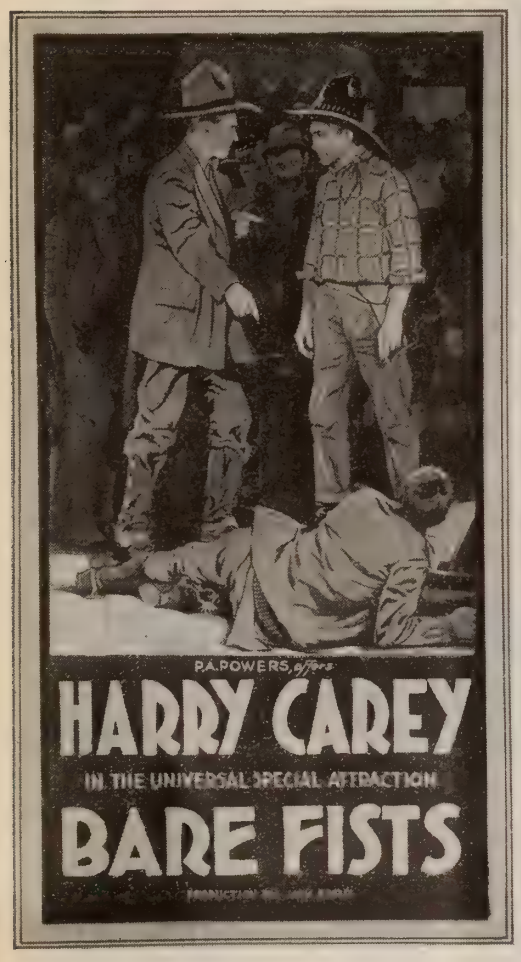
10—The publicity value of Harry Carey's recent tour of the country.

POSTERS
FOR
Harry Carey
IN
"BARE FISTS"

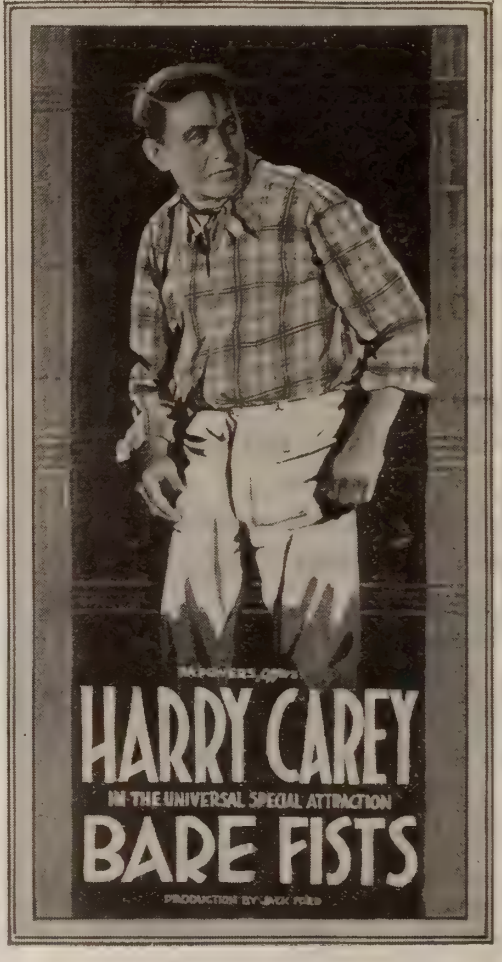
THE 24-SHEET IS MADE FROM THE SHEETS USED IN "ROPED" WITH A NEW TITLE STRIP.

Six-Sheet poster.

One-sheet poster.



Three-sheet poster.



Three-sheet poster.

One-sheet poster.

"Wid's" says:--

Monroe Salisbury in "The Blinding Trail" Is "Emotional Drama Finely Acted in Locations of Exceptional Beauty"

From any angle you wish to consider it, this is a more than ordinarily strong production. The exteriors in a snow-covered forest are extremely attractive to the eye and afford just the right background for a narrative of this description; but more vital to the success of the picture is the fact that the story is touchingly human, a trifle sad, perhaps, yet certain to stir the emotions and calculated to leave an audience under the spell of a delightfully sympathetic photoplay, presented with charm and feeling.

Monroe Salisbury gives a very fine performance, indeed, in the character of the lumber camp superintendent, who, owing to an accident, is stricken blind, later recovering his sight and then losing it again after he has married the frivolous girl, who is unintentionally the cause of his affliction. It is a role expertly devised to permit the exercise of sympathetic appeal, but in the hands of a less restrained actor it might easily have been exaggerated. Mr. Salisbury never over-reaches, and is doubly effective on that account.

Likewise other members of the cast are to be commended for the naturalness of their performances, which help materially in bringing out the pathos of the situations devised by the authors and the director. Welcome touches of humor, generally arising out of the natural expression of character on the part of typical woodsmen, are worked into the story in a natural way and serve to heighten the effect of pathetic scenes, such as that in which Salisbury awaits the birth of a son and suffers a relapse into blindness at the very time that the good news reaches him.

Much of the picture demands a delicate treatment to prevent a violation of good taste in dealing with the personal, intimate things of life, and it may be noted that the director never permits the scenes to go beyond the line of what is artistically permissible. Just once in a while, the plot appears to be conveniently arranged to make dramatic incidents possible, but for the most part the characters seem to be working out their own destinies, which is greatly to the advantage of the picture in making it seem real.

Attention is caught at the opening with scenes laid in the snow-covered forest where Monroe is the superintendent of a lumber company visited by the daughter and niece of the owner. A comparatively few episodes serve to show the contrasting characters of the two young women, both of whom, it is apparent, take a fancy to the handsome lumberman.

In a coasting accident, Monroe, in order to prevent running into Claire Anderson, guides his sled into a tree and the injury causes blindness. Claire, partly for the romantic novelty of the adventure, maneuvers Monroe into marrying her. Presently a son is born to them, and later we find Claire, true to her frivolous nature, carrying on a love affair with Arthur Maude. One of the strongest scenes in the picture shows the fight between Monroe and the man who tries to steal his wife; another one, truly pathetic, depicts the death of Claire, who in her last moments has repented bitterly, owing to motherly love for her child.

Helen Eddy, as the woman whose true beauty Monroe was unable to see until he became blind, supplies an appealing character portrayal. Others in the cast are Johnnie Cook and Alfred Allen.

By All Means, Run This—It Is Sure to Attract Favorable Comment

(Box Office Analysis for Exhibitor.)

"The Blinding Trail" is enough out of the ordinary in subject matter and treatment to warrant you in going out of your way to run it. Photoplays with a deep emotional appeal certain to be appreciated by audiences that remain unmoved by the crude type of meller, are not, as you know, frequently found.

Monroe Salisbury has been hitting a very good average in his recent productions, and it seems reasonable to supposed that he has acquired a considerable following. If you have run any of his pictures during the past few months and have found that they went well, you will not go wrong in showing this, announcing that Universal's emotional actor has one of his finest opportunities in "The Blinding Trail," and that the picture is sure to appeal.

Make a point of arranging a pictorial display giving an idea of the beauty of the snow-covered locations which harmonize with the title. Tell folks that Salisbury is supported by one of the most evenly balanced companies thus far assembled to support him, mentioning the names of Claire Anderson, Helen Eddy and Arthur Maude.

For catchlines try: "He couldn't see the beauty of the true woman who really loved him until affliction sharpened the vision of his soul." "Don't miss Monroe Salisbury in 'The Blinding Trail,' a deeply human drama of the Northwoods." Or this: "Did you ever try to imagine how it would feel to be blind? See 'The Blinding Trail,' Monroe Salisbury's latest and most appealing drama."

UNIVERSAL SPECIAL ATTRACTIONS

Now that you realize that Universal Special Attractions are the finest pictures made anywhere in the whole world today, why not show the productions which established this fact a few short months ago? Unless your people have seen them they will be precisely as new as anything released yesterday—while you will be safeguarded by the proven success of each and every feature. See them today at your nearest Universal Exchange.

HARRY CAREY in
"Hell Bent"
"Three Mounted Men"

DOROTHY PHILLIPS in
"The Mortgaged Wife"
"The Talk of the Town"

MAE MURRAY in
"The Bride's Awakening"
"Danger, Go Slow"

PRISCILLA DEAN in
"The Wildcat of Paris"
"The Wicked Darling"

MARY MAC LAREN in
"Bread" "Vanity Pool"
"The Model's Confession"

HERBERT RAWLINSON in
"Smashing Through"

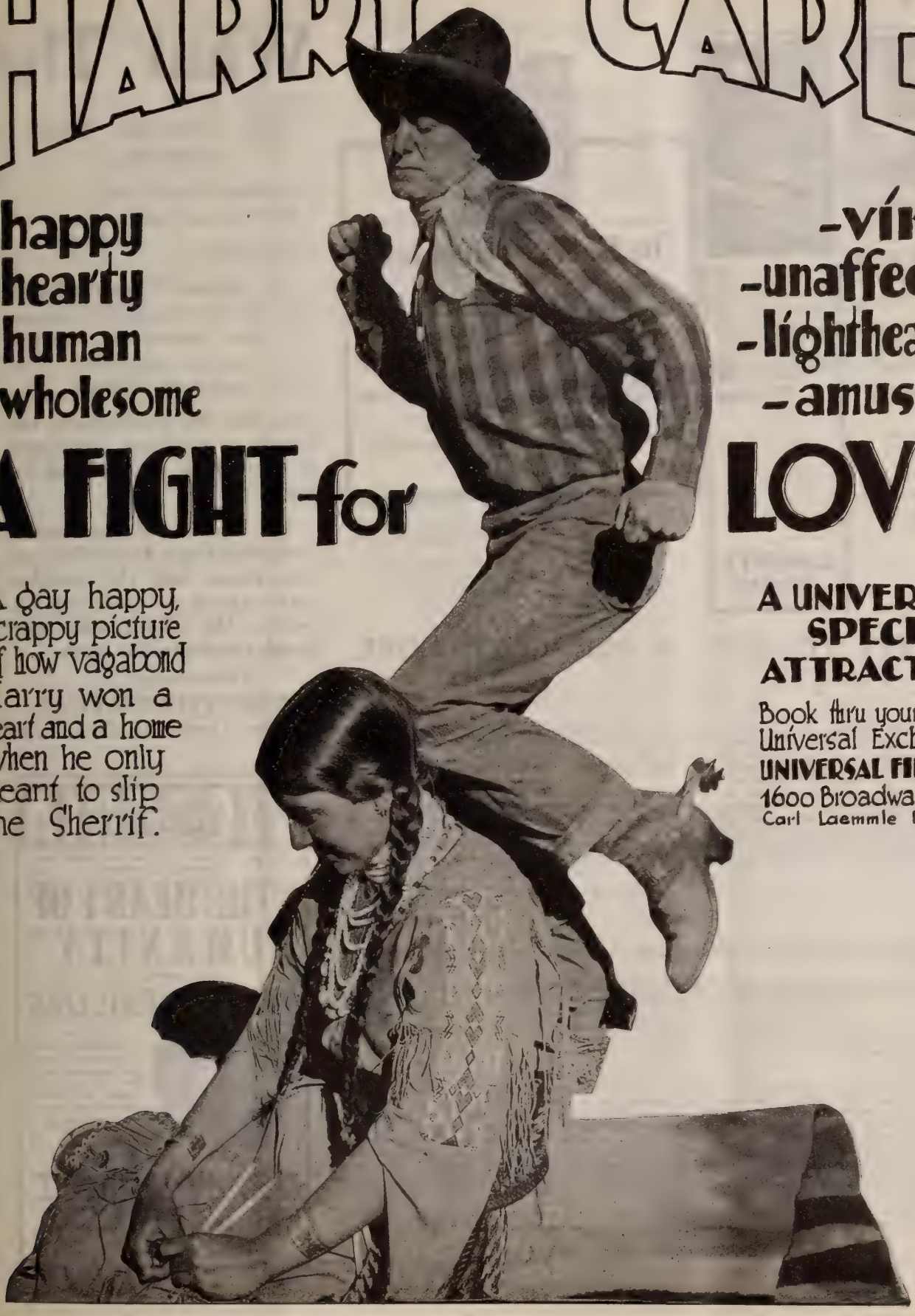
See them at your nearest Universal Exchange today

HARRY CAREY

-happy
-hearty
-human
-wholesome

-virile
-unaffected
-lighthearted
-amusing

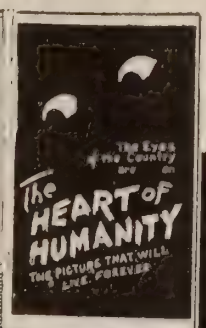
"A FIGHT for LOVE"



A gay happy, scrappy picture of how vagabond Harry won a heart and a home when he only meant to slip the Sherrif.

A UNIVERSAL SPECIAL ATTRACTION

Book thru your nearest Universal Exchange or
UNIVERSAL FILM MFG. Co.
1600 Broadway,. N.Y.
Carl Laemmle President



COMING TO THE

LIBERTY

for four days starting

MONDAY, FEB. 10

The picture that made New York audiences forget they were in a theatre.

"The Heart of Humanity"

—WITH—

DOROTHY PHILLIPS

The most appealing love story of the great war ever filmed

CITY BRIEFS

Not a mere war story but a great powerful production with the scenes the curtain on which are registered in pulsating throb the giant beats of the Heart of Humanity

Against the vivid background of the war is crystallized a wonderful story of human interest

Dorothy Phillips

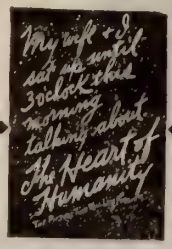
is the featured player in this production

The Keynote is love overcoming everything, Love triumphant, Love militant, Love maternal, Love fraternal, Husband and wife Love—Love which through the awakening agency of the war has blotted out and destroyed forever all that was evil and rotten in the world, blasted it out of existence as the lightning blasts the oak in the stress of storm.

4 DAYS STARTING AT THE

LIBERTY

MONDAY



Nothing recently that has quite so successful a blend of poetic beauty, humor and human tenderness.

Conceived with a thrill and intelligence that lifts it high above its contemporaries.

The Heart of Humanity

Far more than a war story—the director has used the great war as a gigantic curtain for his human characters.

DOROTHY PHILLIPS

has become one of the screen's greatest actresses through his picture

It depicts the wonderful work of the Red Cross in rebuilding the brains and bodies of war orphans. Some of the most remarkable close ups of trench fighting ever recorded by a motion picture camera are shown.

Cootie—Machine Guns—Battles—Scenes of Beauty—War and Wonderful Mother Love

LIBERTY TODAY

3 More Days

Shows 2-15, 4-00 and 7-00 Prices Mats 25; nights 30-40-50

Augmented Orchestra of Ten Pieces at Night

To Out of Town Patrons Do not neglect this opportunity of seeing this wonderful production

DOC CREWS

...GUARDERS TO MEET IN BUTTE QUIET BUT SEETHES WITH UNREST ... M. Jones in command of the Last Montana troops on duty in this city, ... shown a dispatch from Yaconia ... effect that machine guns and airplanes had been sent here from Camp

The way the Liberty of Portland, Ore., advertised "The Heart of Humanity" on three successive days.

What They

AND TURNED THEM AWAY.

Universal Film Corp.,
Los Angeles, Calif.,

Dear Sirs:—

We played "Heart of Humanity" to a capacity house, and then some, for I turned them away, something that don't happen in Fellows.

As for the production, my people to a person, acclaimed it wonderful, and wished for more like it.

We have a 250 seat house, and played to a $139.00 house one show, and the weather was so poor we could not advertise the show only with heralds and window cards.

Yours truly,
MORRIS FENNENBOCK,
Star Theatre, Fellows, Cal.

WANTS TO PAY 20 PER CENT MORE

Universal Film Exchange,
Los Angeles, Cal.

Gentlemen:

Pasadena generally runs feature pictures three and four days. I recently showed "The Heart of Humanity" for five days at prices which were more than double my regular charges, and played the picture to such a phenomenal business that I upset all precedents and booked it back for three additional days at the same advanced prices within a week of its original run.

The return engagement was as successful and in every way satisfactory as the first. The picture has a tremendous human interest appeal. Notwithstanding the fact that it is a tense and sad picture, the audience files out with the unanimous expression of thanks for real genuine entertainment.

If Holubar and Dorothy Phillips will live up to the standard they have set in "The Heart of Humanity, you can book all their attractions to me now at 20 per cent more than I paid you this last time.

Very sincerely,
(Signed) D. H. SCHUHMANN,
Florence Theatre,
Pasadena, Cal.

BUSINESS INCREASED EACH DAY

April 7, 1919.

Universal Film Exchange,
Cincinnati, Ohio.

Dear Mr. Mayer:

I wish to take this means of informing you of the success we had in playing "The Heart of Humanity" at our Marietta and Cambridge Theatres.

With the impression that this was an out-and-out war production, of which our people were loath to sit under, yet they were so impressed by the story and the publicity matter used that they forgot that it was a war production, with the result that we had a large business for three days in each city. One peculiar part about this picture is that it is a business producer. Each day our business materially increased over the preceding day. Three-day bookings are a rare thing for cities of this size, but the third day was the biggest of the three, which shows that "The Heart of Humanity" has a comeback that is profitable to the house manager.

Our people liked your production, and we can gladly recommend it.

Wishing you success in further productions of a like magnitude, we are,

Yours very truly,
THE C. & M. AMUSEMENT COMPANY,
(Signed) O. J. Sybert, Managing Director.

VICTORIA

NIXONS

Rejoices to Present This Week the Screen's Most Splendid Achievement

"THE HEART OF HUMANITY"

—WITH—

DOROTHY PHILLIPS

This amazingly beautiful picture-drama—now the reigning sensation of New York, London and Paris—is aptly named, since it touches the heart of men and women of every rank and station of the day's life.

"THE HEART OF HUMANITY"

Surpasses in astonishing degree all picture-plays hitherto deemed unsurpassable

PARAMOUNT VAUDEVILLE AS USUAL

MATINEES, 10c-15c; NIGHTS, 15c-25c

Say About "Heart of Humanity"

COULDN'T TAKE CARE OF CROWD

April 12, 1919.

Universal Film Exchange, Inc.,
822 South Olive Street,
Los Angeles, Cal.

Gentlemen:—

Just to let you know "The Heart of Humanity" is the biggest feature we have ever had here, and we play all that are made.

We could not take care of the crowd, and will place it back again soon and expect to do just as much as we did the first time.

Our people were more than pleased and paid advance prices to see it.

Yours very truly,

(Signed) F. PEEBLES,
Majestic Theatre,
Maricopa, Cal.

Detroit News—5 columns.

PUTTING IT OVER

HERE is how an exhibitor put his show over, as told in the columns of Wid's. We showed several ads from the Brandeis Theatre last week.

Omaha, Neb.—When "The Heart of Humanity" was shown at the Brandeis, Manager Joy Sutphen mailed special invitations to 5,000 Omahans.

One new idea worked, so far as Omaha is concerned, was to send out complimentary tickets to the ministers in the city. The ministers were asked to recommend the picture to their friends if they saw fit.

In the intermission a trench scene was shown. A sergeant and eight men from Ft. Omaha were in the trench on the stage, attired as overseas fighters. Suddenly a bomb burst and the men dashed over the top. One by one they toppled over, amid the glare of bursting shells, the patter of musketry and the roar of heavy artillery. Miniature airplanes hummed through the air overhead. As the last man fell the house suddenly became dark, and a spot of light slowly developed the figure of a Red Cross nurse in the air over the field. The apparition was not an apparition at all, but a real singer, who sang "The Heart of Humanity."

While the picture was on at the Brandeis an entire window of the big downtown ten-cent store was decorated with copies of the song, and the largest department story of the city had a huge "Heart of Humanity" sheet over its music department, where the song was on sale.

Another stunt was used when a want-ad appeared in the Lost and Found columns of the newspapers:

LOST!—My pocketbook containing two tickets to "The Heart of Humanity," Brandeis Theatre, Wednesday evening, and $1,000 in cash. Return the tickets; never mind the money.—J. V. Bryson, Conant Hotel.

A ONE-SIDED VERDICT

Taft, Calif., March 28, 1919.

Universal Film Exchange,
Los Angeles, Calif.

Dear Sirs:—

Since the two day showing of "The Heart of Humanity" here, I have had lots of chance to hear the picture discussed by the patrons of the theatre, and I have never heard a one-sided verdict since being in the game. The pratically unanimous verdict being, wonderful, great, the best picture I have ever seen.

I would stop patrons that I know well and ask them how they liked the show: "Fine, fine; gee, but that was sure some picture." And I can tell you this kind of comment makes a manager feel good, as these same people pronounce it just the opposite if they thought it merited it, and you can bet that I very much dislike to hear them say they didnt' like it. As for my own personal opinion I think it the best thing Ieve r looked at, and I often see scenes flashed before my vision every time any one mentions the name of Dorothy Phillips. I say it must be some picture to make he see things over again.

Yours truly,

(Signed) A. T. CONNARD.

Detroit News half-page advertisement for "The Heart of Humanity."

It has taken the World by

"CAPACITY houses all day long were held spellbound—"

"At the conclusion, the great throng rose en masse and cheered and cheered till the theatre rocked under the mighty voiced opinion—"

"Some pass out smiling and some with tears in their eyes—but all pass out happy—"

These excerpts from exhibitors' letters are the sum and substance of a wondrous sentiment in regard to this picture which has swept the country from Maine to California. Never in the whole history of pictures has there been a production that went so swiftly, so surely, so straight to the nation's heart.

A war picture? NO! "The Heart of Humanity" is a picture of something bigger than the war, for it shows the world those imperishable nobilities in humankind that won the great conflict. Its appeal has taken the hearts of all the world by storm.

If you have not yet shown this triumph of human interest, don't let another day go by before making your arrangements. Every single exhibitor in the country who has played this picture has cleaned up with it. Your own success is just as certain as the rising of tomorrow's sun. Act now—not tomorrow.

JEWEL Productions INC
1600 Broadway New York City

Hearts of all Storm

The HEART OF HUMANITY

Allen Holubar's Super-production

Released by Jewel Productions (inc)

The PICTURE THAT WILL LIVE FOREVER

featuring **Dorothy Phillips**

IF you can't make money on these proven Jewel successes of a year ago, you can't make money on anything. Because a proven success is a better bet any day than an unknown and untried production with only an advertising man behind it. See these four today.

DOROTHY PHILLIPS

in

"PAY ME"

A Cyclonic Western Drama

CARMEL MYERS

in

"SIRENS of the SEA"

A Dream of Fair Women

ELAINE HAMMERSTEIN

in

"The Co-respondent"

Love in the Newspaper Business

HERBERT RAWLINSON

in

"COME THROUGH"

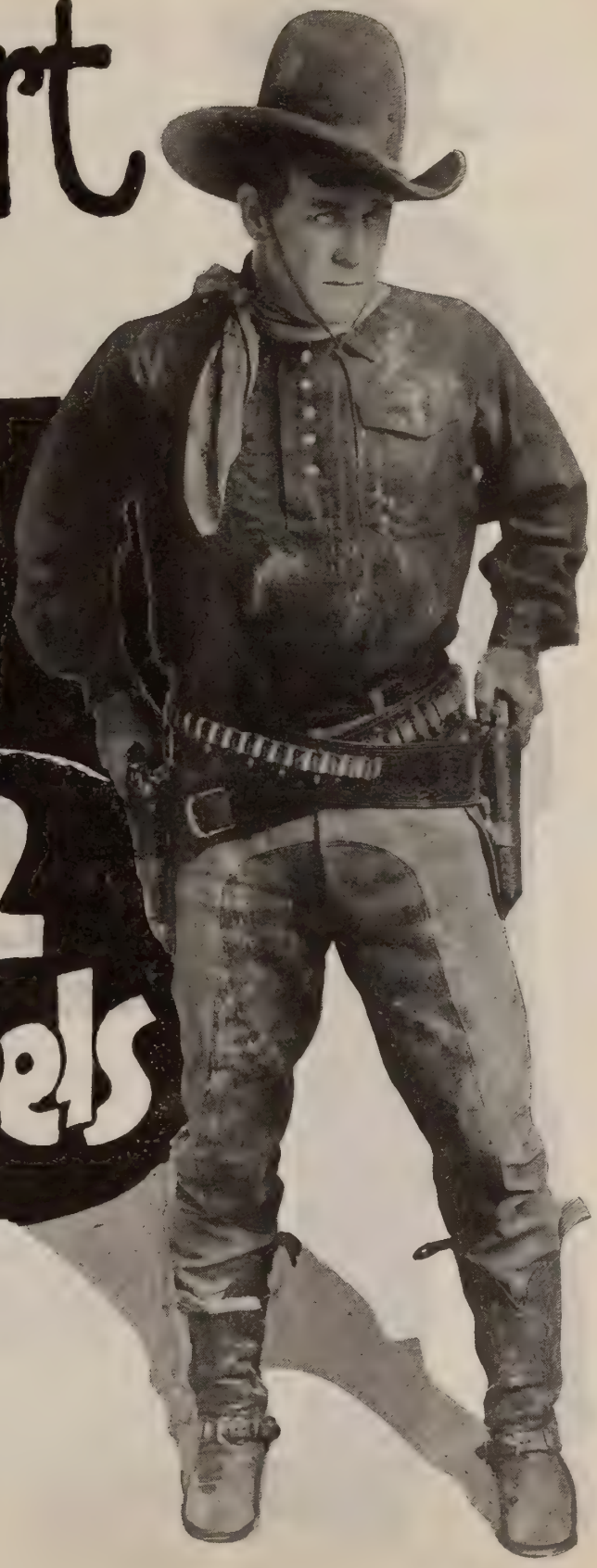
The Screen's Greatest Crook Drama

JEWEL Productions Inc

1600 Broadway New York City

Neal Hart

Featured
Western Star — *in*

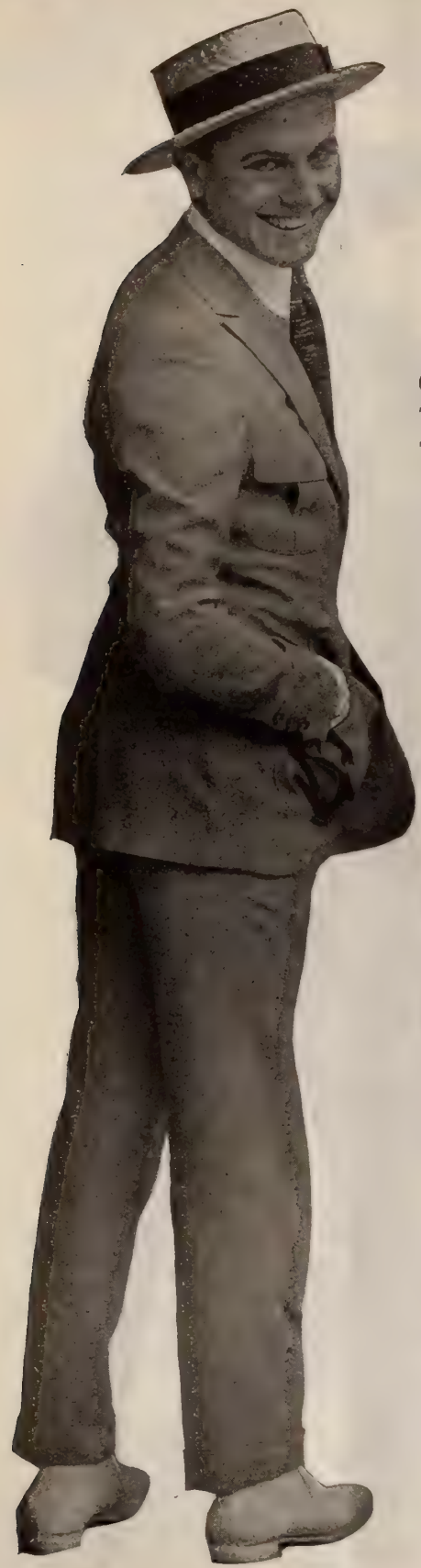


The Raid

2 Reels

THE popularity of Universal's two-reel pictures to balance programs is growing hourly. The two-reeler is coming back into its old field of prestige as a stabilizer of entertainment. Here's our latest, featuring the popular Neal Hart in "THE RAID," a two-reel subject with as much pep in it and as much real meat as many a five-reel feature. Are you balancing your program? Do so and watch results. Start with this release and get them all.

**NOW BOOKING
THROUGH ALL
UNIVERSAL EXCHANGES**



BRILLIANT GEMS
OF REFINED COMEDY
THAT KEEP THE NA-
TION ROARING WITH
LAUGHTER

LYONS MORAN

STAR COMEDIES

BOOK THRU ANY
UNIVERSAL EXCHANGE OR
UNIVERSAL FILM MFG. CO.
CARL LAEMMLE, PRES.
1600 BROADWAY, N.Y.

ABE MARTIN says:--

It's jest like havin' some one return from th' grave t' have a daughter return from a canoe ride.

Every once in awhile somebuddy's carted off t' th' poorhouse that used t' be th' best dancer in town.

(*From New Screen Magazine, No.* 10.)

"Facing Death."

"RED GLOVE"—Episode No. 8.

CAST.

Billie	Marie Walcamp
Tia Juana	Evelyn Selbie
Starr Wiley	Tom Lingham
The Vulture	Leon De La Mothe
Jim Baggott	Andrew Waldron
Mason North	Charles Hill Mailes

BILLIE'S car is wrecked in her collision with the train. The train stops, and Billie and Tia Juana, uninjured, are lifted into the baggage coach. Wiley dismounts and mingles with the crowd. Recovering consciousness, Billie learns that the train passes through Previno, the little town near the ranch on which the Pool of Lost Souls is located. She decides to continue her journey on the train. Wiley swings onto the last coach. Billie sees him and realizes that the race for the Pool is on again.

Billie then makes a flying leap from the train to the top of a prairie schooner. She pays the startled rancher ten dollars to drive her to the Trevino ranch. Wiley is helpless to follow her. When the train pulls into Trevino he engages a wagon to drive him to the ranch, and Tia Juana slips into the back of the wagon. Wiley arrives at the ranch just as Billie has closed the deal for the Pool. Billie slips the deeds into the Red Glove. Tia Juana craws out of the wagon, greets her kinsmen, the Trevinos, and she and Billie remain all night. That night Wiley attempts to steal the Red Glove, but is fooled by Billie's nerve and unerring aim, and makes his escape.

Next day the Vulture, after a miraculous escape from death in the river, vows to square accounts with Wiley.

When the night stage pulls into Limasito, North, a lawyer, gets out and asks for the young woman known as Gentleman Geoff's daughter. He explains that Billie is the heiress of a millionaire named Murdaugh, who was her grandfather, and that Billie was adopted by Geoff after the death of her mother and father.

Meanwhile Wiley overhears North tell Billile the story of her parentage and vast inheritance, and hears Billie refuse the fortune.

The Vulture slips into town and liberates his men, captured in the raid on Hidden Valley. Then he and his men make their way to Wiley's room to settle their score. Wiley buys his life by telling the Vulture that it is worth a million dollars to them to get possession of the deeds which Billie carries in the Red Glove. Meanwhile the town learns of the prisoners' escape. As the Vulture starts down the hotel stairs, the men from the hotel start up. The Vulture shatters the lamp, and in the semi-darkness the battle starts. Wiley and the Vulture make their escape to the street, where they see Billie. The Vulture and Wiley corner Billie, and to escape she runs to the derrick, climbs up and reaches for a cable, expecting to slide to the top of the bank building. Before she can reach the cable, Wiley cuts the base supports of the derrick. The derrick falls across the street and Billie is thrown out through the air to land—where?

Current Events, No. 16.

UNIVERSAL CURRENT EVENTS

Inspect Greatest of British Dreadnoughts.—Mighty Queen Elizabeth, the ship that shelled the Dardanelles forts by firing her 16-inch guns over a mountain range, is opened to the public.—*Liverpool, England.*

Famed Courier Pigeon to Receive Decoration (Omitted from Portland, Seattle, Spokane, San Francisco and Los Angeles Editions).—Gunpowder 2d, hero of many flights through German barrage attacks, now home with Pigeon Co. No. 1, has been recommended for the Distinguished Service Cross.—*New York City.*

Sub-Titles.—U. S. Government Official Motion Pictures shows Gunpowder 2d and Buckshot 2d (the latter afterwards killed in action), being released in the fighting in France. Taking a dispatch from the leg of Gunpowder 2d.

Giant Yankee Naval Guns Smashed Routes of Supply (Omitted from New York Edition).—First pictures showing Uncle Sam's monster 14-inch railroad artillery bombarding the Teuton Lines in France.

Sub-Titles.—The breech mechanism of the great naval guns that "cruised" along the Hindenburg Line. On the way to the front. Opening a long-range bombardment of the enemy's lines in the vicinity of Verdun. Lower elevation firing for short distance bombardment.

A Dramatization of the Heroic Deed of John C. Vilietizue, Corporal of Camden, S. C., Company M., 108th Infantry.—Cited for conspicuous gallantry and intrepidity, above and beyond the call of duty, in action with the enemy at Vaux-Andigny, France, Oct. 15, 1918.

Sub-Titles.—Presented by The U. S. Surgery Department War Loan Organization, Frank R. Wilson, Director of Publicity. (An appeal that American citizens do their share in the Victory Liberty Loan as the American did theirs in gaining the victory.) Produced and copyrighted by the Motion Picture Directory Company; directed by William A. Barrett, photographed by Corporal George N. Lacey, Sergeant William J. McDonald and Corporal John C. Villetizue. Beyond the village of Vaux-Andigny. Hunting for "Heinies" 500 yards in advance of his platoon. Not to be dismayed by a few Hun high-explosive shells Corporal Villetizue meanders up through "Wilhelmstrasse" and encounters four of the enemy in a dugout. But Corporal Villetizue himself wasn't done. After this encounter he went forward another 150 yards, right through German machine guns, killed four and captured six of the enemy. Though wounded he kept them rounded up. "I got you now, you murdering Boches!" This incident shows how freely and willingly our men offiered their lives in America's fight for world freedom. The fighting men finished task and the obligation of those who stayed at home. To fail with money would prove us unfaithful to our men. Can you refuse to loan?

Gobs! Found Quarters!—Here's a "Fascinating Widow," a real musical comedy staged on board the U. S. S. Oklahoma, with husky sailor lads playing all parts.

"We'll say it's fascinating, and its very captivating,
When the fascinating widow's on the job!
But it's mighty aggravating, not to mention irritating,
To find she's not a widow but a gob!"

"For the love of Mike, Bill, give us a hand puttin' on this blame brazeer thing!" The old, old story——.

Garrison of Coblenz Reviewed by Pershing.—In the courtyard of the former kaiser's Rhine palace the American Commander-in-Chief inspects troops of the Third Army.—*Coblenz, Germany.*

SYNOPSES OF "FACING DEATH," AND CURRENT EVENTS, No. 16.

HOW WOULD YOU LIKE TO BE ONE OF THESE L-KO ACTORS?

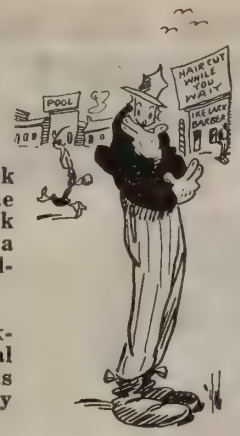
ANOTHER HAIR-RAISING WILD-ANIMAL COMEDY

"Frisky Lions and Wicked Husbands"

SUREST thing you know, it's an L-KO, of the kind that makes people anxious for more of the same thing. Thrills mixed into comedies makes a smashing fine combination, at least, so theatres running L-KO's have found it. Book this one and boost it. It's a humdinger. Watch for more of this kind.

NOW BOOKING THRU ALL UNIVERSAL EXCHANGES

Abe Martin says:



Some folks think that th' only time they ought t' look pleasant is in a photograph gallery.

The most exactin' and critical of all th' lovers is th' hopelessly ugly feller.

(From New Screen Magazine, No. 10.)

"Good-Night, Turk."

Two-reel L-Ko Komedy.

(Copyright, 1919, L-Ko Motion Picture Ko.)

CAST.

M. T. Head	Pop Hadley
Simpleton	Harry Keaton
Pinhead	Slim Peppercorn
Belindy	Dot Farley

M. T. HEAD, Station Master at Pastop, Tex., sure did work hard—chasing the loafers, Simpleton and Pinhead, out of his office. The only thing about M. T. that Simpleton liked was his daughter Belindy. One day a telegram came from General Nuisance telling of a terrible Turk that was headed in their direction, and of a box of gold that the General was sending for safe keeping. All the rubes in town began to sit up and take notice when M. T. announced that whoever got the Turk got the only asset in Pastop—Belindy. The Turk scented the gold and made a bee-line for Pastop, but Simpleton the Sheriff had not forgotten M. T. Head's daughter, and when he finished, the Turk was considerably cut up and howling for an armistice.

"Fun in a Flat."

Lyons-Moran Star Comedy.

CAST.

Mr. Rackett	Lee Moran
Mr. Bliss	Eddie Lyons
Mrs. Rackett	Grace Marvin
Mrs. Bliss	Mildred Moore

EDDIE lives in the lower flat with his dainty wife. Lee lives in the flat above with his large wife of uncertain housekeeping habits. Eddie has a day off, which he plans to spend in comfort in his nice little flat. Lee also has a day off, which he spends in cleaning huose with the aid of his wife, who has read somewhere of such proceedings. While Eddie and wife are eating breakfast the family upstairs gets busy, knocking plaster and part of the lights down into the breakfast below. A telephone fight follows. In the backyard, Eddie is on his back porch when Lee's wife empties a pan of dishwater on him. Thinking it is Lee, Eddie is wild. He and wife have found Lee's garbage in their kitchen, and the can having fallen out of the dumbwaiter, Eddie and Lee go after each other through the dumbwaiter. Lee's wife sees her husband in the dumbwaiter and hits him with a broom. Eddie's wife hammers him with a rolling pin, thinking it is Lee. The two families get into one fight after another, finally Lee and his wife getting into Eddie's flat, turn on the gas to run Eddie out. Eddie and his wife go upstairs and turn on the water in the bathroom to drown out Lee and his wife. Eddie and wife come downstairs and light match in their gas-filled kitchen, causing an explosion. They stagger out into dining room, where they find Lee and wife. They start to fight, when plaster and water comes down from above on them, almost drowning them. They come to surface still battling, with both families deciding to move over a vacant lot where they will have real harmony.

New Screen Magazine,

No. 11.

THE line-up at police headquarters is familiar to every reader of newspapers. The Screen Magazine, however, shows it in all of its Ku Klux reality. Ada May Weeks and Clifton Webb are the clever dancers in "Listen Lester," and they put lots of pep into their dancing. Unless somebody gets cold feet, Jess Willard is going to appear again in a championship ring contest. The Screen Magazine shows him warming up with a few rounds of "shadow boxing." It is possible by aid of the Screen Magazine's magic to observe the action of the human heart and observe it under several different conditions. Then there are some scenes of trick photography which are just as wonderful as the heart scenes. The Whoozit Weekly and a few hints on the servant question, in which Charlie the Elephant and Joe Martin the Monk ably assist, together with Abe Martin's rustic humor, put this Screen Magazine on a very high plane.

Hearst News, No. 16.

Great Battleships Hold Final Target Practice. — Super-dreadnoughts leave naval base to engage in last broadside firing before trip North.—*Guantanamo Bay, Cuba.*

"Down in Jungle Town!"—What the "worst tenement district in the world" looks like—an example of what most of the Island of Porto Rico was like when the Americans took possession.—*San Juan, Porto Rico.*

Sub-Titles.—Like Topsy, most of them "just growed." Jungle Town's main plaza where the populace and the goats congregate. But Uncle Sam has cleaned out most of San Juan. Here is a view of one of the main streets, with a Porto Rican regiment parading, a sample of what the Americans have done for the town.

Secretary Glass Raises Victory Loan Standard (Omitted from Portland, Seattle, Spokane, San Francisco and Los Angeles Editions).—Inaugurate bond campaign with ceremonies on the steps of the Treasury Building.—*Washington, D. C.*

. .. . - . .. - . . . - . . . . . - . -- . . - . It means "Eiffel Tower," spelled in the Morse national alphabet—the great steel structure where the Allies, by wireless, kept the world's capitals in touch during the war. —*Paris, France.*

Hospital Train Carries Wounded Heroes Home (Omitted from Chicago Edition).—Fully equipped cars bring the boys from Atlantic debarkation ports to base hospitals near their discharge camps.—*En route to Chicago.*

Sub-Titles.—In the operating room where operations may be performed while the train is in motion. Serious cases are taken from the train on litters.

First "Sky Cop" Goes on Beat Patrol Duty (Omitted from Portland, Seattle, Spokane, San Francisco and Los Angeles Editions).—Aerial policeman will keep eye on illict fishing and naughty mermaids — making the rounds with the "cloud sleuth."—*Bennet, Cal.*

Pershing Reviews and Thanks Veterans Who Fought at the Marne.—Third Division marches in batallion formation before the Commander-in-Chief.—*Angernach-on-the-Rhine, Germany.*

"Indoor Sports," Cartoon by "Tad."

Trailer (For New York State Edition only).—*If you want Sunday motion pictures you must say so, the Legislature will vote as you demand.*

SYNOPSES OF "GOOD-NIGHT, TURK," FUN IN A FLAT," AND NEW SCREEN MAGAZINE, No. 11.

"Have you secured your contract for these eight big special western pictures ?"

The House-Packing Idol of Millions of Fans

EDDIE POLO

Supported by Beautiful Eileen Sedgwick in

THE FAMOUS

"CYCLONE SMITH STORIES"

Eight master short stories done in two reels with as much action and entertainment as most five-reel features, backed by Polo's tremendous drawing power everywhere. Book now and take immediate advantage of his growing popularity as the star of that sweeping serial success: "THE LURE OF THE CIRCUS," now playing.

Play these novel two-reelers as you play your features and watch the results. No short subject series stories ever filmed will balance your program as these "CYCLONE SMITH STORIES." Specially directed, specially made, which is your cue to book them as a special and take special pains to advertise them specially. BOOK THEM NOW.

Now Booking Thru Any U. EXCHANGE

ABE MARTIN says:--

What's become o' th' ole fashioned preacher that dressed like a corpse?

It seems like th' more smilin' an' cheerful folks are th' more ther teeth need fixin'.

(*From New Screen Magazine, No.* 10.)

"Gun Law."

Two-reel Western Drama.

CAST.

Dick Allen	Pete Morrison
Smoke Gublen / Bart Stevens	Hoot Gibson
Letty Stevens	Helen Gibson
Cayuse Yates	Jack Woods
His Gang	Otto Myers, Ed Jones, H. Chambers

A REWARD of $5,000 is offered for the capture of "Smoke" Gublen, who robbed the fast mail in Bald Face Canyon, Colorado. Allen, of the Secret Service Office in Denver, is sent in search of him. After many weeks of fruitless search, Allen turns up in Glory. There he saves Letty Stevens from the hands of a drunken cowboy, "Cayuse" Yates. Bart Stevens, Letty's brother, thanks Allen for helping his sister, and thinking Allen is in search of employment, offers him a position at his mine. Alle at thne first sight of Bart is convinced that he is no other than "Smoke" Gublen, and accepts the position in the hope of proving this.

As the days pass by, Allen has found no evidence against Bart, but has fallen in love with Letty. In the cabin he discovers conclusive evidence of Bart's guilt. He goes to Letty and tells her that there is something he must tell her. Letty mistakes his intentions and tells him that she knows what it is and loves him, too.

Allen fights a bitter fight between his duty and his love for Letty. He keeps close watch on Bart until he is decided what action to take. Whilst he is in the saloon he is recognized by Laredo Bill, who realizes he must be after "Smoke" Gublen for the hold-up in which he, Laredo, was "Smoke's" partner. He wfites a letter warning Bart, and sends it to him by Letty. Letty reads the letter and discovers that her brother is a criminal and her lover a detective on his trail. She goes to Allen and tells him that she knows the truth and that she realizes his position, and she will go away and leave him to fight his fight out alone.

In the scrap in the saloon "Cayuse" attempts to shoot Allen, but Bart interferes and kills "Cayuse." Allen and Bart escape. "Cayuse's" friends start after Bart to lynch him. Allen tells Bart that he knows of his crime and must arrest him. Bart takes him to the cabin, and in a secret hiding-place shows him the express bags and their contents, which he had stolen but never used. Allen tells him that he has no doubt that he can now obtain his pardon, but until he does so he had better hide among the hills, so as to escape from "Cayuse's" friends. Bart gives his word to return whenever Allen wants him.

Letty hears of the attempted lynching of her brother and rides to warn him. The lynchers arrive as Bart is about to escape. Allen defends him, whilst Bart escapes to the hills. Allen is wounded, and the would-be lynchers discover they have wounded a Government officer. Allen explains the situation, and the lynchers return to the city and leave Letty and Allen to make plans for the future.

International News,

No. 16.

Test Big Naval Plane for Cross-Seas Flight.—Giant flying boat NC-2, in which an attempt may be made to fly over the Atlantic, is given a trial trip, carrying a score of passengers. —*Rockaway, N. Y.*

Cyclone Wrecks Towns and Leaves Trail of Death.—More than 100 dead, hundreds injured and millions in property loss are the results of tornado that sweeps Texas and Oklahoma.—*Canaan, Texas.*

Sub-Titles.—Many lives are saved through the prompt use of cyclone bellars. Searching the ruins for the dead and scattered household articles. A freight train that was hauled from the tracks while in motion.

Liege Defenders Here to Aid Victory Loan (Omitted from New York City, Buffalo, Boston, Chicago and Philadelphia Editions). — Belgians who fought to the last in defense of the border fortress arrive on the S.S. Rochambeau.—*New York City.*

Sub-Title. — Machine gunners and their faithful dogs—men who blocked the way of the Germans in the first days of the war.

"Down in Jungle Town!" (For New York City, Buffalo, Boston, Chicago and Philadelphia Editions only).—What the "worst tenement district in the world" looks like—an example of what the Island of Porto Rico was like when the Americans took possession. —*San Juan, Porto Rico.*

Sub-Titles.—Like Topsy, most of them "just growed." Jungle Town's main plaza, where the populace and the goats congregate. But Uncle Sam has cleaned up most of San Juan. Here is a view of one of the main streets, with a Porto Rican regiment parading, a sample of what the Americans have done for the town.

Thrilling Hill Climb of Motorcycle Meet (Omitted from New York City, Buffalo, Boston, Chicago and Philadelphia). — Several narrow escapes make this endurance test, witnessed by big crowds.—*Dover, N. J.*

First "Sky Cop" Goes on Beach Patrol Duty (For New York City, Buffalo, Boston, Chicago and Philadelphia Editions only).—Aerial policeman will keep eye on illict fishing and naughty mermaids. Making the rounds with the "cloud slueth."—*Venice, Cal.*

Naval Crew Beats Penn in Exciting Contest (Omitted from Chicago Edition).—Thousands of spectators cheer as Naval Academy 'Varsity Eight rows to victory.—*Annapolis, Md.*

Sub-Title.—The victorious Naval Academy crew.

Yanks Who Fought in Italian Front Return (Omitted from New York City, Buffalo, Boston, Chicago and Philadelphia Editions).—Boys of the 332d Infantry, of Youngstown, O., arrive on the S.S. Duca d'Acosta.—*New York City.*

Sub-Title.—Col. William Wallace, commander of the 332d Infantry.

Yanks Hold First Horse Show on German Soil.—Boys of the First Division stage spectacle in which officers and doughboys contest for honors.—*Montabour, Germany.*

Sub-Titles.—Hurdle contest without stirrups for enlisted men. Judging the four-horse team. Outside the officers' club (some name for a club). One of the blue ribbon winners.

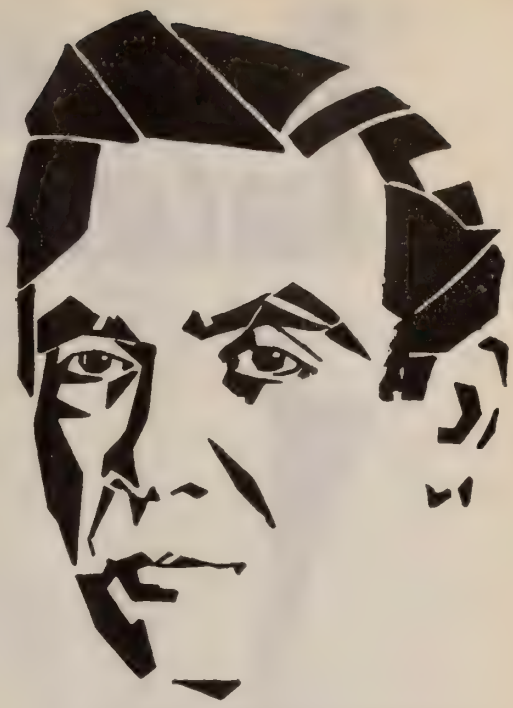
Metropolis Hails Great Atlantic Battle Fleet.—Mighty dreadnoughts and all varieties of fighting craft (112 ships in all) steam into New York Harbor to receive the grateful tributes of a victorious people.—*New York City.*

Sub-Titles. — Greetings from the clouds. The "gobs" don't waste any time making up a liberal party. The tiny submarines—the little vessels that fought blind battles with the U-boat in the depth of the North Sea.

SYNOPSIS OF "GUN LAW," AND INTERNATIONAL NEWS, No. 16.

Eddie
POLO
NO SERIAL
ON THE
MARKET
COMPARES
WITH IT.
BOOK NOW
THRU ANY
UNIVERSAL
EXCHANGE.
RAIDAL
PACKING EVERY HOUSE WHERE

The LURE of the CIRCUS



Can't Stop It!

Time is increasing the tremendous popularity and drawing power of EDDIE POLO in "THE LURE OF THE CIRCUS." Nothing can stop it from smashing every known record for receipts from serials for theatres. Letters by the score are pouring in to exchanges and home offices, boosting to the very limit the wonderful cash receipts this serial is pulling. If you haven't played it as yet, don't even think of booking any other serial till you've played this one. NOTHING COMPARES WITH IT IN ANY WAY, SHAPE OR FORM, particularly from the standpoint of money-getting powers for exhibitors. Read the letter on the right, one of hundreds.

Read This—
One of Hundreds.

"Five of our houses doing capacity business with Eddie Polo in 'THE LURE OF THE CIRCUS.' Serials like this will put any houses on the map. Give us more like it."—Sheffield Theatrical Enterprises.

IT IS NOW BEING SHOWN !!!

Government Praises International's Work

WAR DEPARTMENT
OFFICE OF THE CHIEF OF STAFF
WASHINGTON

April 2, 1919.

International Film Service,
226 William Street,
New York City.

Gentlemen:

To the International Film Service in particular is due the gratitude of this Division of the General Staff, United States Army, for the public spirited cooperation that has made possible the collection of pictures illustrative of this Nation's war activities, which has been compiled by the Pictorial Section of the Historical Branch. Your prompt and generous response to the many and varied calls, which have been made upon you, is evidence of your sense of public service, and of your appreciation of the value which the War Department has placed upon pictorial records.

The War Plans Division is glad to take this opportunity of making its appreciation a matter of official record.

Yours truly,

Lytle Brown

LYTLE BROWN,
Brigadier General, General Staff,
Director, W.P.D., A.C.of S.

Admiral Sims' Return Shown in the Big Three.

WHEN the War Department of the United States Government goes out of its way to compliment the wonderful picture service of the International you may know that when we advertise a world wide staff of news gathering experts for our BIG THREE news weeklies, that staff is doing extraordinary work providing the BIG THREE.

INTERNATIONAL NEWS
UNIVERSAL CURRENT EVENTS
HEARST NEWS

with extraordinary news weekly shots. With the BIG THREE you can show all the world's greatest news shots in pictures—THREE TIMES A WEEK. Besides you get such a wonderful drawing card as the famous "TAD," whose animated cartoons of "Indoor Sports" have taken the country by storm, and other big features, at no extra cost.

BOOK THE BIG THREE
THRU ANY UNIVERSAL EXCHANGE

"What am I bid?"

A UNIVERSAL Special Attraction

HARRISON, in Motion Picture News, says: "One thing that can be said about this picture is that it holds the interest alive all the way through. To many a pleasure-seeker, this feature alone is considered worth the time and money spent; and when the fact is taken into consideration that the picture has been photographed way up in some beautiful mountains, among enchanting natural scenery, it should be taken for granted that it will satisfy a great number of picture-goers."

AND Mae Murray, the unique, was never more bewitching than in this appealing story of the little mountain girl who was nearly sold into slavery. Go see this Universal Special Attraction at your nearest Universal Exchange, and you'll realize the wide difference between the ordinary "manufactured" article and a real story, artistically directed and superbly staged amid natural scenery.

Mae Murray

Priscilla Dean

The Dazzling New Box Office Star
in her latest Dramatic Success

"The Exquisite Thief"

It's a Universal Special Attraction —
Now Booking Big thru all Universal Exchanges.

The Moving Picture Weekly

Vol. 8 – No. 12
May 10th
1919

Monroe Salisbury
in
The Blinding Trail

The Entire Nation is Waiting for the Universal's Tremendous Feature Serial: "THE MIDNIGHT MAN" presenting the world renowned

JAMES J. CORBETT

ALTHOUGH we are not ready to announce the the release date of the Big new CORBETT SERIAL—"THE MIDNIGHT MAN"—we are tipping you off to the biggest serial clean up in years. The great Corbett's name and fame, backed by this simply amazing serial of adventure, romance and love will simply burn up your territory when it starts. The way to play safe and to insure yourself of this great big new winner is to arrange a booking now or wire your exchange to hold a booking for you to accommodate your open date later.

ANY

UNIVERSAL

EXCHANGE,

or Universal, 1600 Broadway, New York.

Sensational!!! is the one and only word that describes the results of the BIG SPECIAL BLUEBIRD DEAL, altho it is hardly four weeks old.

In this amazingly short time, Exhibitors have taken to this special deal like ducks to water. WHY? Because they have instantly seen the remarkable advantages of the plan. Because the element of "gamble" as in new releases has been entirely removed. Read on!!!

At the very first announcement of this BIG SPECIAL BLUEBIRD DEAL hundreds of letters came pouring in to Bluebird Exchanges and the home offices complimenting us on the big idea that enables Exhibitors to book an entire season's repertoire of SUCCESSFUL PRODUCTIONS than have been so proven by box office receipts in hundreds of theatres in every part of the country. PROVEN SUCCESSES is the keynote and basis of the whole idea.

(Continued on next page.)

See below. Sixty-seven wonderful Bluebird pictures chosen from over 150 pictures. Less than half of the entire list of releases giving Exhibitors the very cream of the cream.

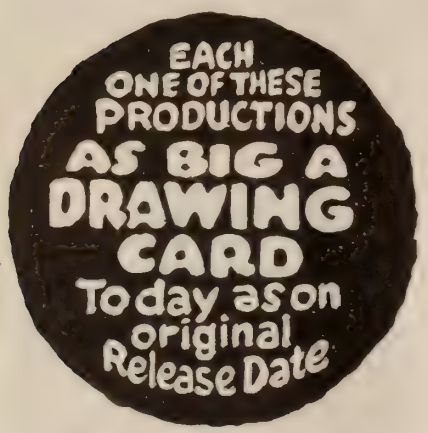
Sixty-seven Bluebirds, which means only the finest are included. Imagine what that means. Imagine if any other producer would make 150 new pictures, throw out more than half and give you only the cream at rentals that enables you to clean up. That would be startling, wouldn't it? Yet this is precisely and exactly what the Bluebird deal has done.

You get 67 wonderful plays, famous stories, novels, and stage successes by famous authors and big directors, ALL PROVEN WINNERS, which automatically protects you with a blanket guarantee of success because you get ONLY THE GENUINE PROVEN WINNERS. You take as many of the 67 as you like.

And the big idea for your patrons is this: People don't care a tinker's cuss when a picture was released. People are not interested in release dates. All they want is good pictures. Therefore, if you have never played any of these pictures in your house, every one is as good as any brand new picture released to-day.

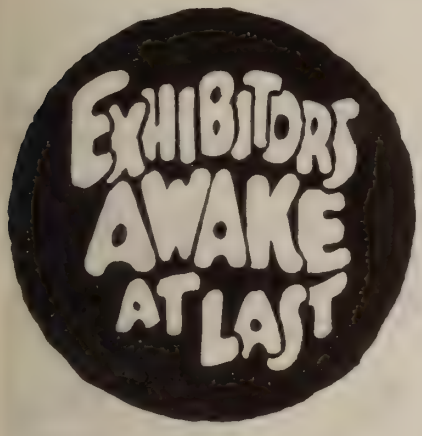
Yet in spite of the above,—in spite of the big fact that all these superfine proven winners are as good to-day as the day they were released—you get them on a sliding scale of prices. If you book them all, the entire series price will enable you to actually clean up. If you book only a few, the prices are still a bigger attraction to you than anything you've been offered in years, and the hundreds of letters received proves that Exhibitors agree with the idea of the money to be saved and made.

Under this SPECIAL DEAL you get an entire list of successes that enables you to announce and advertise AN ENTIRE SEASON'S REPERTOIRE of great plays—enables you to let your people in on what's coming for months ahead. Enables you to prepare your patrons for a season's treat of fine plays that cannot be surpassed by any of the present-day releases. AND YOU PLAY NOTHING BUT THE WINNERS.



Suppose, for example, you have never played Rupert Julian in "Mother o' Mine"—or Dorothy Phillips in "The Grand Passion," or "Broadway Love"—or Carmel Myers in that sensational success, "My Unmarried Wife," and her many other notable successes—or Monroe Salisbury in "The Savage," or "That Devil Bateese"—or Fritzi Brunette in "The Sealed Envelope"—or Ruth Clifford in "The Cabaret Girl"—and you can get all these WINNERS at rentals that will make you a real profit. Does THAT mean anything to you?

It has meant so much to so many Exhibitors already that bookings are simply pouring in. Hundreds of Exhibitors who have wanted these pictures and have never played them have now the opportunity to get them on a basis of sliding scale of prices that makes this by far the biggest special money-saving deal to Exhibitors in years in this business, at the same time giving them PROVEN WINNERS as big drawing cards if you've never played them in your house, as the best present-day releases.



By the responses to this BIG SPECIAL BLUEBIRD DEAL already, it has shown us that Exhibitors have awakened at last and are alive to the big profits and splendid results this plan will bring all season long.

People will know for months ahead what's coming and will prepare to see the entire list because they are ALL WINNERS. That means capacity at every performance if you handle this deal right. DON'T LET YOUR COMPETITOR BEAT YOU TO IT. You may never get another money-making opportunity like this in years. If you don't clean up this season, blame only yourself. GET BUSY INSTANTLY. Now.

Dorothy Phillips in "The Grand Passion," "Broadway Love." Priscilla Dean in "She Hired a Husband," "The Brazen Beauty," "Which Woman." Carmel Myers in "The Little White Savage," "Who Will Marry Me?" "All Night," "A Society Sensation," "The Dream Lady," "The City of Tears," "Broadway Scandal," "The Marriage Lie," "The Wine Girl," "The Girl in the Dark," "The Wife He Bought," "My Unmarried Wife," "The Lash of Power." Juanita Hansen in "The Sea Flower." Marie Walcamp in "Tongues of Flame." Frank Keenan in "The Long Chance." Lois Weber in "Scandal Mongers."

Franklyn Farnum in "The Empty Cab," "Fast Company," "The Fighting Grin," "$5,000 Reward," "The Scarlet Car," " The Winged Mystery," "Anything Once," "A Stormy Knight." Ella Hall in "A Mother's Secret," "My Little Boy," "The Spotted Lily." Francis Ford in "The Craving." Rupert Julian in "Mysterious Mr. Tiller," "Mother o' Mine." Zoe Rae in "Danger Within." Louise Lovely in "A Rich Man's Darling." Mae Murray in "Face Value," "Princess Virtue." Fritzie Brunette in "The Sealed Envelope," "The Velvet Hand."

Herbert Rawlinson in "Brace Up," "The Man Trap," "Flirting with Death." Edith Roberts in "A Taste of Life," "Set Free," "Love Swindle," "The Deciding Kiss." Monroe Salisbury in "The Millionaire Pirate," "Hugon the Mighty," "That Devil Bateese," "Winner Takes All," "The Eagle," "The Savage," "The Desire of the Moth," "The Guilt of Silence," "The Red Red Heart," "Hungry Eyes," "Hands Down." Ruth Clifford in "The Game's Up," "The Cabaret Girl," "Fires of Youth," "The Lure of Luxury," "Midnight Madness." Violet Mersereau in "Together," "Morgan's Raiders."

BLUEBIRD Photoplays, Inc.,
1600 B'way, New York

HAVE YOU SECURED YOUR CONTRACT ON

Eddie Polo

in the Famous

"CYCLONE SMITH STORIES"

HUNDREDS of houses have already secured their contracts for this great big new series of TEN special Eddie Polo, 2-reel Western pictures—the famous "CYCLONE SMITH STORIES" in which Eddie Polo does some of his best work. TEN 2-reel winners that will "make" your program the fastest and best you've ever had. And they might accidentally take the glory from your big feature besides.

WITH Polo's nation-wide reputation in that sensational box-office serial winner, "THE LURE OF THE CIRCUS," you simply tack right on to his tremendous popularity and keep right on getting the money. These eight pictures will be SPECIAL. Special in story, settings, production, direction, and exhibition. Many houses will play them as big as their features. GET YOUR CONTRACT IN TO-DAY.

BOOK THRU ANY UNIVERSAL EXCHANGE

TWO ADDED TO CYCLONE SMITH SERIES

Demand for These Polo Two-Reel Westerns Has Been Overwhelming

WHEN it was announced that Eddie Polo was to appear in a series of two-reel Western adventure stories, there was unbounded enthusiasm on the part of the many exhibitors who ran "The Lure of the Circus" serial and the few who had been so fortunate as to secure this tremendous drawing card for a personal appearance. This was no surprise to Carl Laemmle, who had suggested this series while on his annual spring trip to Universal City. He had every reason to be certain of Polo's widespread popularity. His object was to give an opportunity for the display of it during the necessary time which had to elapse between "The Lure of the Circus," which is still booking strongly, and the release of the next Polo serial, plans for which are now under way.

Polo was never so strong with the fans as he is today. Exhibitors know this, and are anxious to take advantage of it. That was the reason of the series in which he is to be released between serials. So the magnificent Eddie becomes Cyclone Smith. "Cyclone" was one of the original settlers of Sunset, a typical Western town, pitched down in a valley of the Sierra Madera mountains, where a man's health depended on his ability to draw before the other fellow, and his leadership on his fearless championship of the right and his ability to enforce it. This leadership was often precarious, often threatened, and kept Cyclone on his mettle at all times. The adventures of such a man must inevitably be worth recording. They are. At first it was planned to complete them in eight two-reel feature films. But the subject was so interesting and so full of story value that it was decided to make ten stories instead of eight.

The first story is called "A Prisoner for Life," in which Polo is supported by Eileen Sedgwick and little Pal Moore. It is a story full of drama, action, hard riding and heart interest. The second is "The Phantom Fugitive," in which Cyclone becomes a fugitive from justice—his own justice—to bring a dangerous gang to book. The third is "The Wild Rider," in which Cyclone rescues the Sheriff's daughter from the Yuma Kid and his bandit band, and restores her to her sorrowing father. "Cyclone Smith's Comeback" is the name of the fourth story, and brings Cyclone back from the war to find that a party of fake reformers has taken possession of Sunset and confiscated his property. Then the real reform begins. "A Pistol Point Proposal" is the fifth story, in which a bashful lover finds a new way to his heart's desire.

The advance one-sheet for the Eddie Polo "Cyclone Smith" series of adventure stories.

COMING!

ELMO LINCOLN

Sensational Star of the World famous production

"TARZAN OF THE APES"

Supported by

Grace Cunard in the thrilling NEW UNIVERSAL SERIAL

"ELMO THE MIGHTY"

Nail This Big New Boxoffice Winner for Your House - **NOW!**

THE MOVING PICTURE WEEKLY

A MAGAZINE FOR MOTION PICTURE EXHIBITORS

Published Weekly by the MOVING PICTURE WEEKLY PUB. CO.
1600 BROADWAY, NEW YORK CITY

PAUL GULICK, *Editor* JOE BRANDT, *Bus. Mgr*

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Vol. 8. MAY 10, 1919. No. 12.

Laemmle Sees Banner Year

FOLLOWING a tour of the United States, conferences with exhibitors and exchangemen in many cities, Carl Laemmle, president of the Universal Film Company, is firmly convinced that 1919 is going to be a banner year for the motion picture industry. Having supervised the production of several forthcoming Universal releases and laid plans for many others, he is also firmly convinced that 1919 will be a banner year for the Universal.

"Everywhere I went I found business booming," said Mr. Laemmle. "Exhibitors who told me last summer that if business didn't improve rapidly they would have to go out of business, told me on my present trip that their only fear at present was that their theatres weren't large enough to accommodate the crowds.

"In Los Angeles, San Francisco, Chicago, Seattle, Omaha, Salt Lake and other cities all exhibitors are enjoying record business. Exhibitors tell me that they never had a better box office attraction than 'The Heart of Humanity,' and having seen the crowds waiting to get into a number of theatres showing the Holubar picture, I am convinced that this attraction was a super-film in every sense of the word."

Regarding new productions by Universal, Mr. Laemmle stated that no effort or expense is being spared to make every film play coming from Universal City the best in the market.

Allen Holubar is now producing another super-drama bearing the working title "The Right to Happiness" which, being timely and constructed in a masterly manner, Mr. Laemmle expects to become another "The Kaiser, the Beast of Berlin," and a worthy successor to "The Heart of Humanity." The greatest cast ever assembled for a Universal production will be seen in this attraction. Dorothy Phillips will play a dual role. William Stowell, Robert C. Andersen, Stanhope Wheatcroft, Thurston Hall, Winter Hall, Margaret Mann and Maxine Elliott Hicks are among the principal players of the drama.

Mr. Laemmle is loud in his praise of "The Unpainted Woman," Mary MacLaren's latest completed production, adapted from Sinclair Lewis' story of "Prairie Gold." Not only does the Universal executive believe that this is Miss MacLaren's best screen work, but also one of the best stories and one of the most cleverly-directed film plays ever produced at Universal City. Monroe Salisbury's next Universal picture, "The Open Road," directed by Rupert Julian, has also been highly praised by Mr. Laemmle. The Universal executive states that Eric von Stroheim's production, now being completed under the working title of "The Pinnacle," will prove a distinct surprise to exhibitors.

"Exhibitors want bigger and better productions," said Mr. Laemmle. "The number of wonderful new theatres one sees in the different sections of the country, and the manner in which photoplays are being presented are proof that the motion picture is a fixture in the art world and that in the future exhibitors will seek to present pictures that are artistic, impressive, entertaining, rather than the old kind that appeals only because seeing movies was one way of killing an evening enjoyable and cheaply. The future of the motion picture depends upon the reliability of the production, the strength of the stories, general appeal of the star and the cleverness of the construction and artistry of presentation. Realizing that a new and unrivalled era of prosperity is at hand, exhibitors everywhere are building bigger and better theatres, with the idea of making motion picture presentation second to none. Producers must realize that in order to really help exhibitors put their business on this high standard the future film plays must be made the best that time and money can make them, not just productions filmed during a certain set period and held down to a certain set cost.

"I have found Universal and Jewel pictures rapidly gaining in popularity, which proves that our efforts to give the exhibitors what is best for them is also best for us. In most sections of the country serials are also gaining in popularity and short-reel subjects, novelty-reels and comedies are in great demand."

ALL CENSORSHIP BREEDS CONFLICT.

WHEREVER there is censorship or talk of it there is continual trouble. That has been the case for ages. In former times this trouble usually resulted in bloodshed! Now it results only in spilling a whole lot of ink.

The censorship talk going around now inspired Mrs. O'Grady, a New York Deputy Police Commissioner, to say: "Me, too." Whenever a police person talks in print there is a comeback—ask any police commissioner. The Associated Motion Picture Advertisers, a progressive body of the industry, took Mrs. O'Grady to task, or rather took her at her word. They asked her ten questions which would tend to specify actual instances in which the need for censorship could be proven. In replying to these questions the police lady showed herself to be an extremely expert "artful dodger." Neither would she accept the invitation of the A. M. P. A.'s to lunch and to talk it over.

Then the Evening Sun came out with an editorial on the matter of Mrs. O'Grady. We will print it next week.

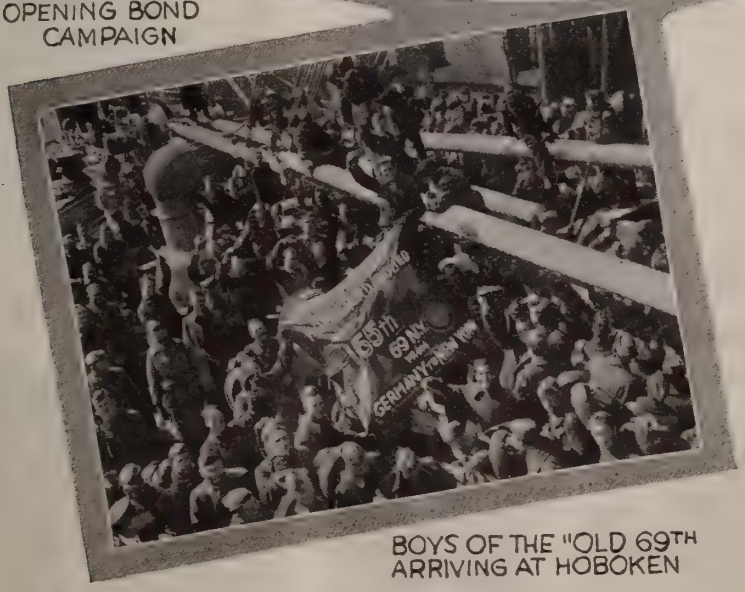
CORRECTION.

Last week an advertisement in these columns spoke of "Frisky Lions and Wicked Husbands" as an L-KO Komedy. This was all wrong. We make apology. This two-reel comedy is a Century. And it is one of the daringest and funniest that ever went out under this brand name.

—EDITOR.

INVEST *in the* VICTORY LOAN

ADMIRAL SIMS
OPENING BOND
CAMPAIGN



BOYS OF THE "OLD 69TH
ARRIVING AT HOBOKEN

Show

"THE BIG "THREE"

Every Week

DO as hundreds of prominent theatres all over the country are now doing —show news weekly reels three times a week and keep up that sure-fire interest on the part of your audiences every week by showing—THE BIG THREE.

UNIVERSAL

CURRENT EVENTS

INTERNATIONAL NEWS

HEARST NEWS

TRIPLE advantages are yours. Three nights of extra profits—three times the amount of news—later news besides—with added attractions such as "TAD'S" famous "Indoor Sports," that pull crowds like magic. Follow the lead of the winning theatres, BOOK THE BIG THREE.

NOW BOOKING THRU
ALL UNIVERSAL EXCHANGES

bb TREME

"THE RED

Featuring Dashing, Fearless, Wonderful

MARIE WALCAMP

SIMPLY "CLEANING UP" IN HUNDREDS OF HOUSES

PLAY IT NOW FOR THE BIG MONEY

NDOUS

GLOVE

Pictures That Need No Orchestra

No. 236 Straight from the Shoulder Talk By Carl Laemmle, President, Universal Film Manufacturing Company.

If you could take a chunk of the money that you now spend for FRILLS and stick it in the bank each week you'd be just that much better off than you are now.

Most of the big exhibitors in America are overdoing the frill business and they're paying for it through the nose. Just because a few theatres on Broadway cut loose with wild expenditures and spend thousands of dollars for frills AND DID A BIG BUSINESS FOR A TIME, some of you followed suit. And you've been making less and less PROFIT ever since.

Down in Atlanta the Tudor Theatre has only two things. First, Universal Special Attractions. Second, a pipe organ. Its competitors have frightfully high priced stars and frightfully expensive orchestras and other frills.

Yet the Tudor, with its Universal Special Attractions and its little pipe organ, GETS THE SAME ADMISSION PRICES AS THE COMPETITORS WHO ARE UNDER HUGE EXPENSE.

This proves two things. It proves that Universal Special Attractions have the pulling power that needs no symphony orchestra to bolster the box office receipts. And it proves that people prefer *good* pictures *without* frills rather than mediocre pictures *plus frills*. In fact it is willing to pay JUST AS MUCH MONEY FOR THE FIRST, even though the first costs the exhibitor much less than the second!

This is the newest phase of the picture business.

The Universal, as everybody ought to know by now, has "shown a greater improvement in quality than any other concern"--and it is the oldest SUCCESSFUL company in the business. We are now topdog because we have concentrated ALL our efforts on the improving of our product.

We have never indulged in schemes or frills or star-stealing or stock-jobbing or any of the other things that have boosted the cost of pictures to the skies. We've simply pegged away until we've left everybody else behind on quality. That's why our pictures will make more PROFIT for you than all the fancy stunts on earth.

You're getting down to bedrock now, and that's where the Universal stands—right on the solid foundation of quality. If you want frills, try elsewhere. If you want PROFITS, if you want to stick your money in the bank instead of paying it all out every week in unnecessary expenses, book everything the Universal makes. Then, if you need more, fill in with the best pictures you can get elsewhere.

Mae Murray

in the exquisite
UNIVERSAL
SPECIAL ATTRACTION

"WHAT AM I BID?"

Wanted

The NEW SCREEN MAGAZINE, issued each week by the UNIVERSAL, is in the market and will pay the very highest cash prices for novelties.

By "novelties" we mean exactly what the word implies—i. e.: novel things, new ideas, things of extraordinary interest to every human being. These novelties need not be timely. They can be of any period, so long as they are interesting, facinating, absorbing and entertaining.

If you have short shots of subjects of the high-class character we are in the market for, write us, describing in detail, exactly what you have. Or if you know where big new novelties can be secured, we will also pay for that information.

The NEW SCREEN MAGAZINE has preparations under way for the biggest thing ever dreamed of in a screen magazine. Nothing will compare with the NEW SCREEN MAGAZINE when the present plans are consummated. And we have no hesitancy in saying that it will be as big a box office attraction, weekly, as anything the screen has ever seen in motion pictures. The NEW SCREEN MAGAZINE will leave no stone unturned in its present plans to produce for the Exhibitors of America the greatest thing of its kind ever attempted. No costs will be too great to gather the most fascinating features in magazine history surpassing anything in this character of release. It will be extraordinary, unusual, distinctive, in a class entirely by itself. We are promising much. We hope to deliver more. A good time to insure this new winner for your house is now, through any Universal Exchange.

Address the EDITOR, New Screen Magazine.

UNIVERSAL FILM MANUFACTURING COMPANY

Largest Film Manufacturing Company in the Universe.
Carl Laemmle, President.
1600 Broadway, New York.

The World

Photographs from Hearst Events No. 17, and 1

1—*Fiume, concerning whose possession the Peace Conference at Paris has been split wide apart and Italy has threatened to throw the Adriatic again into the horrors of war.*—Universal Current Events.

2—*Gigantic pyramid of Boche helmets constructed in Victory Way, and surmounted by the Winged Victory, the most noticeable prop constructed in aid of the Victory Loan.*—International News.

3—*'Pike's Peak or Bust,' an ancient slogan tacked on the bow of a mobile fortress which saw service in France and started the climb in the interest of the Victory Loan.*—Hearst News.

4—*Paderewski, the famous pianist, and at present Premier of Poland, arrives at Paris to present the claims of Poland to the Peace Conference. He is accompanied by his secretary, Mr. Strakacz, on his right, and M. Cilehanowski and Major Jwanonski.*—International News.

5—*A machine developed by William J. Ruggles, to enable the student to undergo all the sensations of aerial acrobatics, demonstrated at Aviation Headquarters, Washington, D. C.*—International News.

6—*German railroad hands repairing German locomotive rejected by American officers.*—International News.

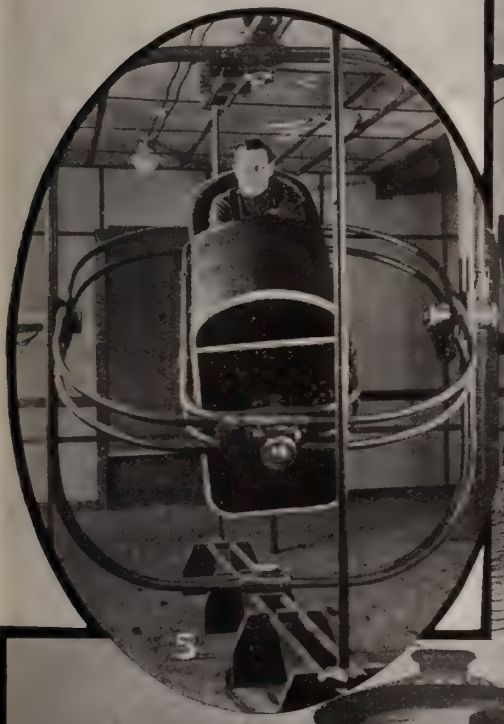
7—*The Voice with the Smile Wins. This is a group of pickets who won the telephone strike, which paralyzed all of the wires throughout New England.*—Hearst News.

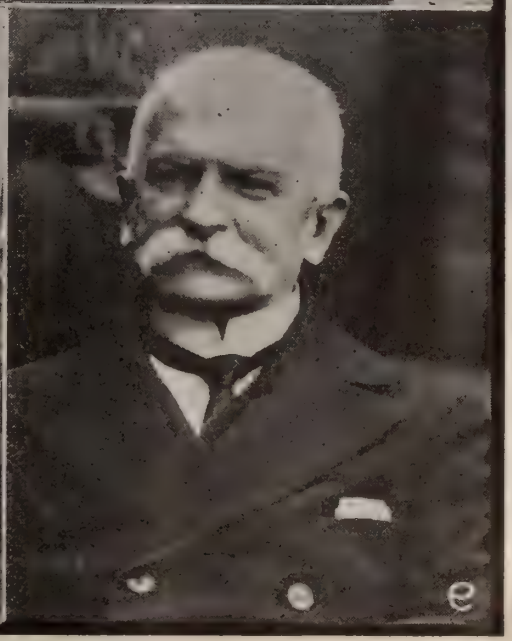
i the Screen

; No. 17, Universal Current ational News No. 17

8—*"Steamship Surgery." Workmen in Brooklyn dry dock amputating stern of the S.S. Lord Dufferin with oxy-acetylene torches. The Lord Dufferin was sunk by collision with the Aquitania.*—International News.

9—*Baron Sonnino, Italy's Foreign Minister, and the last of the Italian representatives to leave the Peace Conference at Paris.*—Universal Current Events.





UNIVERSAL SPECIAL ATTRACTION

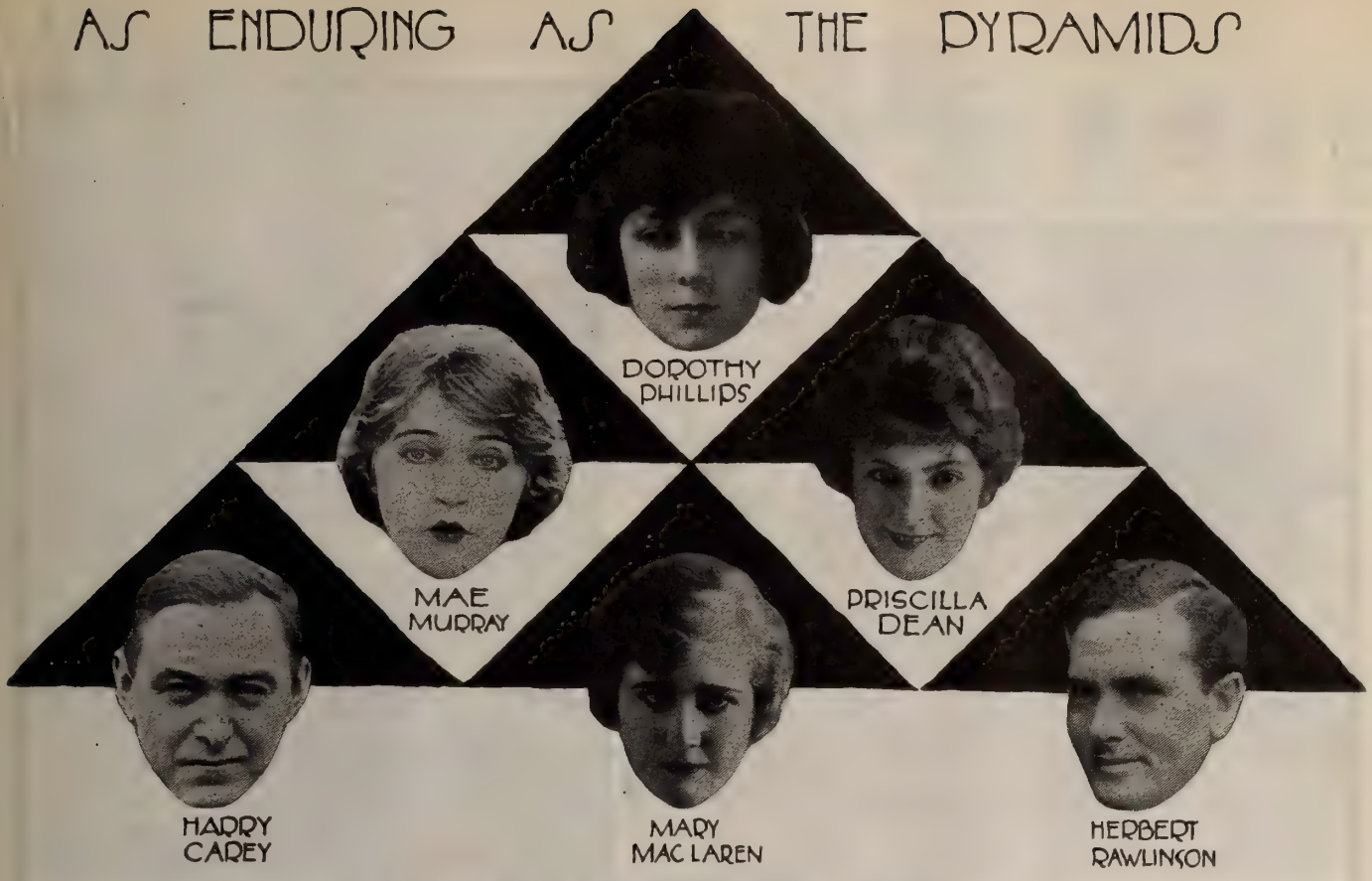
HARRY CAREY

WID says: "Harry Carey's pictures carry an out-of-doors atmosphere which is decidedly refreshing. You are safe in running this film. It's a safe box-office bet." Which is another way of saying it's a Universal Special Attraction.

"BARE FISTS"

Book Thru Any Universal Exchange

AS ENDURING AS THE PYRAMIDS



UNIVERSAL SPECIAL ATTRACTIONS

NOT to have shown these wonderful pictures when first produced is, perhaps, excusable but not to see them, and show them today—when their drawing power has been demonstrated everywhere in the country—is not exactly what we'd call showmanship. See at least one of each of these six groups at your nearest Univerasl Exchange without delay. You'll thank us for it.

CAREY

"Three Mounted Men"
"Hell Bent"
"Roped"
"A Fight for Love"

PHILLIPS

"The Mortgaged Wife"
"The Talk of the Town"

DEAN

"The Wildcat of Paris"
"The Wicked Darling"
"A Silk-Lined Burglar"

MURRAY

"The Bride's Awakening"
"Danger, Go Slow"
"What Am I Bid?"

MacLAREN

"Bread"
"Vanity Pool"
"The Model's Confession"

RAWLINSON

"Smashing Through"

Up in the Air with Mae Murray

For the Victory Loan

MAE MURRAY'S contribution to the Liberty Loan publicity, "The Taming of Kaiser Bull," has been remade by the Universal to fit the Victory Loan. In its new form it has been sent out by the Victory Loan Committee with a special letter to exchanges distributing the Loan films to exhibitors. It can be obtained from them or by application to the headquarters of the Victory Loan Committee in any city. Fortunately "The Taming of Kaiser Bull" was applicable to "finishing the job" as to putting the kink in the kaiser.

MAE MURRAY, the star of "The Delicious Little Devil," now showing at the ..... Theatre, is an airplane enthusiast. While working at Universal City she made a number of flights, dropping literature for the various Liberty Loans, the United War Work Campaign and other patriotic movements.

So rapidly did she acquire the rudiments of aeronautic science that for a brief period on one flight her pilot permitted her to manipulate the levers and guide the machine, which she did without a tremor.

"She thinks an airplane is an automobile," commented the pilot, after the flight.

Mae's Versatibility

MAE MURRAY'S remarkable range as an actress is evidenced when "The Delicious Little Devil," which is coming to the ..... Theatre next ..... is contrasted with her last release, "What Am I Bid?" The latter was a story of the backwoods, with Miss Murray in the role of an untutored girl of the mountains. In "The Delicious Little Devil" she is a worldly-wire girl of the tenements who embarks on a dizzy adventure in Broadway's night life.

P. S. HARRISON'S OPINION OF "BARE FISTS"

"THERE are two elements in this attraction, either one of which could constitute the basis of a first-class picture: The one is love—the unbounded love of the hero for his mother as well as his little brother, sure to wet a tear-dry eye; the other element is suspense, of the most intense kind, created by a novel situation—the hero, a cowboy, goes through the picture without a weapon on his person, and although he fights armed men, he wins out. The remarkable thing about it though, is the fact that the director has handled the situations with the gunless hero so convincingly that the spectator's imagination, or his credulity, is hardly ever imposed upon.

"The reason given for the hero's unwillingness to carry a gun is a promise he had given his mother to that effect; having lost her husband, a sheriff, who was murdered by cattle rustlers, she trembles lest the feel of a gun make her boy take risks more than is prudent; so she makes him swear upon the family Bible never to carry a weapon.

"The most dramatic part of the picture is where the hero, in search of the cattle rustlers who branded his little brother, overtakes him. He is in a saloon, armed with a rifle he had seized from the hands of the sheriff, while one of the outlaws is hiding in the next room. The realization of the hero's extremely dangerous situation creates within the spector a strong sense of anxiety, holding him spellbound until the danger is over.

"'Bare Fists' will no doubt give as good satisfaction as any picture produced with Harry Carey in the lead." Released May 5; length, six reels.—P. S. Harrison, The News.

Peter Milne

in the Motion Picture News, reviewing

"The Delicious Little Devil"

Says:

A HIGHLY PLEASING COMEDY WITH MAE MURRAY STARRED.

The authors of this comedy-drama, Harvey Thew and John Clymer, have done a fine job. And so has Robert Leonard, the director, and last but not least in any sense of the word, has Mae Murray, the star. While the criticism of a few, "too many" and "slightly too long" closeups might apply, the picture on the whole is such good, amusing entertainment that to pick minor flaws is altogether unfair.

The plot has a refreshing originality, an originality which, by the way, is a wonderful basis for unusual advertising; it carries through swiftly, is filled with interesting incident, and the comedy situations are scattered generously.

Miss Murray appears as a little Irish girl who decides to become a dancer when half the situation presents itself, and who provides the other half herself by hatching up a wonderful past for publicity's sake. And one might also think that she had had the past when one sees her dancing in a gown that might pass as mosquito netting in a pinch!--Length 5 reels--Peter Milne. Motion Picture News, May 3, 1919.

Publicity for "The Delicious Little Devil"

ABOUT THE STAR.

Mae Murray, the star of "The Delicious Little Devil," first won fame as a star of the Ziegfeld Follies. Before entering pictures she was one of the best known dancers on Broadway. It need hardly be said that as the cabaret dancer in "The Delicious Little Devil" she is in her element.

In the picture she plays the part of a girl of the tenements who has picked up the rudiments of dancing in following hurdy-gurdies about as a child, and who is blessed, moreover, with native grace and charm. Out of a job, she applies for a place as dancer in a fast cabaret, and steps into entanglements that carry the picture on to a thrilling finish.

In order to get the place she is compelled to assume a shady reputation, and it is in trying to escape living up to it that she encounters trouble. Miss Murray says the play is remarkably true to life as she knows it.

"Everyone assumes that a dancer or chorus girl must be off-color," she remarked. "Let me say right here that many a self-respecting girl is earning an honest living for herself, and often for those dependent on her, in the chorus or cabaret. Putting up with the slurs and insults of those who generalize from particular instances is one of the conditions of the job. Some of the finest women I have ever met, true women in every sense of the word, are dancing for a living."

Miss Murray, despite her pronounced success as a dancer, decided that pictures offered a better opportunity. She accepted an offer to become a star, and appeared in several productions before signing a contract with Universal.

In the last of these, "A Mormon Maid," she made the acquaintance of Robert Z. Leonard, who directed the picture. They became fast friends, and when Miss Murray went to Universal, Leonard signed a contract to direct her for the same period.

Their friendship survived even this test, and even increased, as was evidenced when, in making her last release, "What Am I Bid?" Miss Murray answered "Yes" to a certain fateful question and became Mrs. Robert Z. Leonard.

Mae Murray will appear ..... at the ..... Theatre as Mary McGuire in her new Universal comedy-drama, "The Delicious Little Devil." This picture, directed by Robert Z. Leonard, is acclaimed even better than such predecessors as "Her Body in Bond," "The Bride's Awakening," and "Danger—Go Slow."

PHOTOGRAPH IS LIFESAVER.

Mae Murray's photograph helped save a life in the great war.

The little Universal star, whose latest picture, ""The Delicious Little Devil," is showing at the ..... Theatre, recently received a letter from an American infantryman, member of a New York National Guard regiment which saw much service in the front lines.

"I was wounded," writes the soldier. "The bullet passed through the shoulder of your picture, glanced off and entered my arm. The boys wanted to publish the fact, but I didn't know how you'd feel about it, so am asking your permission.

"Your picture saved my life. What I regret is that it spoiled the photograph. Still, I wouldn't part with it for my life. Needless to tell you, I carried it over my heart."

AN ACTOR-WRITER.

William V. Mong, whose character bit of Larry McKean, the Broadway press agent, is one of the hits of Mae Murray's latest picture, "The Delicious Little Devil," now showing at the ..... Theatre, is noted as a writer as well as an actor.

Mong was formerly a scenario writer, and editor for Essanay and Selig, and still writes stories for the screen in the intervals of his appearance upon it. He is also a director.

And that is not all. Before going into pictures he enjoyed a long career on the stage, beginning with Newton Beers in "Lost in London," and later appearing as a headliner in vaudeville in his own playlet, "The Clay Baker." Among other plays in which he appeared were "The House Next Door" and "The Light in the Window."

PITY THE FAT MAN.

The old aphorism that nobody loves a fat man was never better exemplified than in "The Delicious Little Devil." Mae Murray's latest picture, which is now showing at the ..... Theatre.

Ivor McFadden plays the part of a fat butcher boy, Percy, who is in love with the dainty star. How could anyone expect his love to prosper? He is "in Dutch" from the start, and winds up with a renunciation—and even that turns out to be funny, although to poor Percy it is tragic enough.

"We're used to it," was McFadden's comment when he was sympathized with. "It's better than being a custard pie target, anyway."

HE'S AN "OLD-TIMER."

A true veteran of stage and screen is Harry Rattenbury, who plays the part of Mae Murray's father, old Patrick McGuire, in the little star's latest Universal picture, "The Delicious Little Devil," now showing at the ..... Theatre.

Beginning in 1879, Rattenbury had 27 years of operatic work in all of the principal cities of the country. For one season he played with Rose Stahl in her delightful comedy, "The Chorus Lady."

ADVANCE STORY NO. 1.

Mae Murray has a typical role in her latest Universal Special Attraction, "The Delicious Little Devil," which will be seen..... at the ..... Theatre. She plays the part of a cabaret dancer, which, of course, comes natural to the former star of the Ziegfeld Follies and other Broadway shows.

"The Delicious Little Devil" is hailed as the greatest Murray picture ever made. It was directed by Robert Z. Leonard, now her husband, and is unusually gorgeous in mounting and costumes. John B. Clymer and Harvey Thew wrote the story, which Thew put into scenario form.

Miss Murray is cast as Mary McGuire, a girl of the tenements, who just can't make her feet behave. She loses her place as a hat-check girl by doing a skirt-dance just as the manager happens into the place. Confronted with the task of providing not only for herself, but for a miscellaneous crew of worthless relatives, Mary is seized with a bold idea.

She reads in a newspaper a "want ad" seeking a dancer "with a past," who is wanted at a notorious roadhouse. She invents a "past" that qualifies her for the job, and soon finds herself transformed into a gay creature of the midnight lights. It is when she is expected to justify her "past" that Mary gets into trouble, and the picture races on to a thrilling conclusion.

In the cast are Rudolpho De Valentina, Harry Rattenbury, Richard Cummings, Ivor McFadden, Bertram Grassby, Edward Jobson and William Mong.

In support of Mae Murray, who is starring in Universal's new pictorial comedy, "The Delicious Little Devil," which will be shown at the ..... Theatre ....., appear Rudolpho De Valentino, Bertram Grassby, Richard Cummings, Ivor McFadden, William Mong and Harry Rattenbury.

Bewitching
MAE MURRAY
In her latest and
most Artistic Success
"The DELICIOUS
LITTLE
DEVIL"
MOR
RANDALL

Mae Murray

in -

"The DELICIOUS LITTLE DEVIL"

A UNIVERSAL SPECIAL ATTRACTION

PRISCILLA DEAN
in *The Wildcat of Paris*
The Wicked Darling
A Silk-Lined Burglar
The Exquisite Thief

HARRY CAREY
in *Doped*
A Fight for Love
Bare Fists

MONROE SALISBURY
in *The Light of Victory*

UNIVERSAL SPECIAL ATTRACTIONS

The Reason Why

A GOOD many Exhibitors have wondered how it happens that a Universal Special Attraction is always complete in everything that goes to make up an artistic picture. The answer is—the money we save by not employing Grand Opera stars we put into the production. That is why the Settings of a Universal Special Attraction are by far the handsomest to be found on the screen today. That is why the Photography is the clearest—why the Lighting is the most effective—why the Timing of the picture leaves nothing to be desired. Check up these several points in your next Universal Special Attraction—make comparison with any other group of pictures on the market. You'll see the truth of the foregoing and you'll agree with us that ours is the sensible way to make pictures attractive to your audiences.

MARY MacLAREN
in *"The Amazing Wife"*

Service Page for "The Delicious Little Devil"

AT A GLANCE.

SUBJECT—"The Delicious Little Devil."
LENGTH—Six reels.
STAR—Mae Murray.
PREVIOUS HITS—"Her Body in Bond." "The Bride's Awakening," "Modern Love," "Danger, Go Slow," "What Am I Bid?" etc.
DIRECTED BY Robert Z. Leonard.
SCENARIO BY Harvey Thew.
FROM ORIGINAL STORY BY John B. Clymer and Harvey Thew.
SUPPORTING CAST — Rudolpho de Valentina, Richard Cummings, Ivor McFadden, Bertram Grassby, Edward Jobson.
LOCALE—New York slums, a notorious roadhouse.
TIME—Today.
THUMB-NAIL THEME — The story of a girl of the tenements who becomes a dancer in a fast cabaret solely on the strength of a lurid past she has invented. She is called on to live up to it, but love comes to the rescue in time.

FOR THE HERALD.

Mary had the urge of the dance in her blood, and yet she was breadwinner for a family of three.

She reads in the newspaper that the Duke de Sauterne's name has been scandalously connected with an "unknown." Then, in the advertising columns of the same daily she finds her opportunity in: "Wanted—A sophisticated society-wise girl with a past." It is part of the scheme of an ambitious press agent to popularize through notoriety a certain roadhouse.

So Mary assumes the role of the Duke de Sauterne's flame, and applies for the post. She becomes a flaring denizen of night life at Peachtree Inn. She has adorers by the score, and finds a real lover—but he, alas, fears to propose, believing Mary is an adventuress.

"True love will find a way," you say, but what way did Mary McGuire find. "The Delicious Little Devil" tells it all, and Mary is that scintillant Universal star, Mae Murray, who comes to the ..... Theatre ..... in the most fascinating role of her career, under the direction of Robert Z. Leonard.

Story by John B. Clymer and Harvey Thew.

Directed by Robert Z. Leonard.

CAST.

Mary McGuire.....Mae Murray
Patrick McGuire.....Harry Rattenbury
Uncle Barney.....Richard Cummings
Jimmie Calhoun, Rudolpho De Valentina
Percy.....Ivor McFadden
Duke De Sauterne....Bertram Grassby
Michael Calhoun.....Edward Jobson
Larry.....William V. Mong

ADVANCE NOTES.

In private life, Mae Murray, the star of "The Delicious Little Devil," which is coming to the..... Theatre ....., is the wife of Robert Z. Leonard.

Robert Z. Leonard, director of several Mae Murray Universal special productions, handled the megaphone for "The Delicious Little Devil," the star's latest six-reel feature. Leonard has secured some vivid effects in the night life scenes taken at a notorious roadhouse. "The Delicious Little Devil" will be at the ..... Theatre .....

ADVERTISING DISPLAY LINES

See Mae Murray in her latest picture, "The Delicious Little Devil."

Love taught her to mind her feet.

She danced through life like a butterfly, yet she was a honey-gleaning bee.

She acquired an impromptu "past" and almost lost a glorious future.

To her he was a rounder; she to him an adventuress. And both were wrong.

She couldn't mind her feet till love taught her the right steps.

A rash and flame-attracted moth she was until love metamorphosed her into a romance-colored butterfly.

A butcher-boy and a duke placed cleaver and coronet at her feet, but choosing the happy middle course, she gave her love. to—"just a man."

She was queen peach of the Peachtree Inn, but she "fell" for Cupid.

Fired for dancing at work, she flamed into a road-honse terpsichore.

ADVERTISING PUNCHES.

1—The established prominence of the star.
2—The appealing plot of a girl-woman whose life is in her dancing and who learns through love to mind her feet.
3—The sensational roadhouse scenes in which Miss Murray exhibits several startling sartorial creations.
4—The kidnapping of Mary McGuire (Miss Murray) by de Sauterne with its comic-relief in the rescue by Percy, the butcher-boy lover.
5—The amusing scene in which Percy, the butcher boy, hands over his boyhood sweetheart to his man-about-town rival, in a big renunciation scene.
6—The point of the story that though besieged by many lovers, two of them false, and surrounded by the artificialities of night life, the heroine unhesitantly chooses the one sincere admirer.
7—The application of the saying, "True loves never runs smooth."
8—Some gorgeous settings, representing the interior of a fashionable cabaret.
9—Mae Murray, in a story that to a measure parallels her own past—for she, too, was once Broadway's most celebrated dancer.
10—One of the best casts ever assembled for a feature picture.

One-sheet poster.

POSTERS AND PUBL

"The Delicious Litt

FOR THE WEEK DURING THE SHOWING.

William Mong, a celebrated character actor, achieves a distinctive creation in "The Delicious Little Devil," in which he enacts the role of a Broadway press agent. "The Delicious Little Devil," which stars Mae Murray, is now showing at the ..... Theatre.

In the cast of the latest Mae Murray picture, "The Delicious Little Devil," now showing at the ..... Theatre, are the following distinguished players: Rudolpho De Valentina, William Mong, Harry Rattenbury, Edward Jobson, Bertram Grassby, Richard Cummings and Ivor McFadden.

John B. Clymer and Harvey Thew furnished a delightfully original story, with a big punch at the finish and droll touches of comedy throughout, in "The Delicious Little Devil," Mae Murray's latest starring attraction, which is now showing at the ..... Theatre.

Mae Murray has her choice of three sweethearts in "The Delicious Little Devil," her latest Universal picture, which is now showing at the ..... Theatre. Two may be dismissed without heart-breaking, however, for one is a fat butcher boy and the other is a profligate foreign "nobleman," who turns out to be an impostor.

Six-sheet poster.

Three-sheet poster.

CITY FOR
e Devil"

MAGNIFICENT POSTERS HAVE BEEN PROVIDED FOR THIS SUBJECT IN DARING POSE OR MODEST, AS YOU CHOOSE. USE THE TWENTY-FOUR OF MISS MURRAY AND STRIP NEW TITLE.

Three-sheet poster.

One of the one-sheet posters.

NOTES.

" It pays to advertise" is one lesson to be learned from "The Delicious Little Devil," Mae Murray's latest Universal picture, which is coming to the ..... Theatre next ..... One of the minor stories woven into the plot is that of a resourceful Broadway press agent, who takes a moribund country hotel, and by the proper (or improper, according to the viewpoint) use of publicity makes it one of the high spots of New York's night life.

Bertram Grassby, long known as a successful film "heavy," plays the serio-comic role of the Duke de Sauterne in Mae Murrays new Universal Special Attraction, "The Delicious Little Devil," to be shown at the ..... Theatre ..... As de Sauterne, Grassby plays suitor for Miss Murray, who, confronted with the problem of accepting for her spouse either the duke or Percy, her butcher-boy adorer, announces she will have neither of them, and marries "just a man." Rudolpho De Valentina plays "the man."

SYNOPSES OF "LONE LARRY" AND "THE LEAP FOR LIFE."

"'Lone' Larry."

Kingsley Benedict and Eileen Sedgwick in "Lone Larry" — two-reel Western.

CAST.

Jim Cressy	Charles Dorian
Jack Homer	Percy Pembrook
"Lone" Larry	Kingsley Benedict
Sime Gilbert	William Dyer
Jesse Hale	Leonard Clapham
Kitty Gilbert	Eileen Sedgwick

IN polo practice Jim Cressy injures his friend, Jack Homer, accidentally. "Lone" Larry, professional hold-up man, succeeds in stealing some express gold, but he is shot in the arm by the train men at the same time. Larry takes to the hills and hides the gold.

In a city editorial office, the editor sends a boy to get photos to go with two stories. The items read—"Jack Homer Injured at Polo," and "Lone Larry Holds Up Another Train." When the first papers appear, the editor sees that the pictures of the bandit and the polo player have been switched. The mail edition having already gone out, there is nothing to do but correct the mistake in the city issues.

Sime Gilbert, foreman of Jim Cressy's Western ranch, and father of pretty Kitty, receives a wire from Jim telling of the coming of Jack Homer. When Jack arrives, Kitty and he are mutually attracted, much to the discomfort of Sheriff Jesse Hale because Kitty refuses to go for a ride with him.

The next morning, Lone Larry, starting West, walks into the depot at Cressy, where the agent is pulling Jack's trunk over from the track. The agent calls Larry's attention to the trunk, telling him of the immense roll of bills the owner had when he tipped the porter. Larry, seeing an opportunity for a possible hold-up, asks the Mexican who comes for the trunk to give him a lift to the ranch, where, as soon as he has a good look at Jack, he slips away.

The sheriff gets his mail edition paper, and seeing the pictures over the bandit story, immediately suspects that Jack is masquerading as Cressy's friend, and wires Jim to come West. He tells Kitty of his suspicions, but she laughs at him. The next day Jack is riding alone, followed by the sheriff at a distance, when Larry, wearing a mask, holds him up. Jack quickly shoots at the bandit and tears the mask from his face. The sheriff rushes up and arrests Jack. Several cowboys hear the shooting, and are instructed by Jesse to take the injured man to the ranch, where the doctor, after examining Larry, says he cannot live. Jack is marched to jail. The cowboys are angry over the shooting, and plan to lynch Jack, but Kitty helps him to escape. The boys pursue him and bring him back, planning to lynch him that night.

Larry is also worried about Jack's fate, and hearing Kitty's crying, calls her and tells her that Jack is entirely innocent. Kitty dashes off on a horse to catch up with the lynchers, who are already on the road toward a wooded spot. Cressy arrives at the depot, hears the news, and rushes toward the fatal spot. He is in time to corroborate Kitty's story.

"THE RED GLOVE"

"A Leap for Life."

Episode Nine.

CAST.

Billie	Marie Walcamp
Tia Juana	Evelyn Selbie
Jose	Edgar Allen
Mason North	Chas. Hill Mailes
Starr Wiley	Tom Lingham
The Vulture	Leon de La Mothe
Jim Baggott	Andrew Waldron

AS the derrick falls to the street, Billie makes a flying jump and lands on the roof of the building across the street. The Vulture and Wiley see Tia Juana standing on the edge of the crowd. The Vulture steals forward, slips his hand over Tia Juana's mouth and drags her down into the bushes beside the river. Taking the Red Glove from her, they leave her there unconscious.

Billie finds Tia Juana, and Jose and Baggott help carry her to the Blue Chip. Tia Juana recovers when they have gotten her upstairs, and whispers to Billie that Wiley has the Red Glove. Just then the stage pulls away from in front of the hotel, and Billie sees Wiley and the Vulture get aboard. Running out on the balcony, Billie jumps to the top of the stage as it passes. She slips into the seat beside the driver. Wiley has seen her. As the stage nears the cliff road, Wiley and the Vulture tear up the floor boards, and reaching through, pull out the king pin, jumping in time to save themselves. The horses take the turn in the road, but the stage, uncoupled, plunges down the steep embankment, carrying Billie and the driver with it.

Tia Juana, North and Baggott had followed Billie and picked her up.

While Wiley and the Vulture are waiting for the train they see Billie coming. They sneak around behind the station and across the street to the hotel. As the train pulls past the hotel Billie catches sight of Wiley and the Vulture. She hurries to the smoker and hands Tia Juana a slip of paper, telling her to go to the written address as soon as she reaches the city. Then she jumps from the speeding train. She grabs a pair of overalls, pulls them on, and seizing a pair of pliers goes on to the hotel, climbs a pole and swings across to the window on the connecting wire. Meanwhile the Vulture had fallen asleep. Wiley, disturbed by the noise outside his window, goes across the room to open it. As he does so Billie jams the pliers into the back of his neck and orders him to put up his hands. Believing there is a gun at his neck, Wiley obeys. Billie follows him into the room, searches him and recovers the Red Glove. The Vulture wakes up, and Billie dives through the window and drops to the ground, and runs into the village postoffice, where she mails the Red Glove to herself in the city. The Vulture and Wiley again start in pursuit. Unable to get past them, Billie dives and swims out toward a barge anchored in midstream. The watchman helps Billie up onto the barge. Wiley and the Vulture make the barge on the other side, attack the watchman and throw him overboard. Billie is thrown into the hold of the barge and a can of carbide overturns. Its contact with the water causes an explosion, and Wiley and the Vulture jump into the water, while Billie is buried beneath the mass of wreckage in the hold.

ABE MARTIN says:--

Th' lustre so much admired in a celluloid collar may be restored by floor wax.

We all belong t' th' union when it comes t' wantin' more money an' less work.

(From New Screen Magazine, No. 12.)

A Wonderful
Universal Special Attraction
RUPERT
JULIAN
Creator of "The Kaiser-the Beast of Berlin"
in
A marvelous picturization of Wm. J. Neidig's
famous story in the Saturday Evening Post
"The FIRE FLINGERS"
"I am not your husband – I am another man,
I am Richard Hatton – a convict!

"The Red Glove" Punches

TEN episodes of "The Red Glove" serial were illustrated by the famous cartoonist, Hy Mayer. These illustrations for the first seven episodes have already appeared in the Weekly. On these two pages will be found the illustrations for the eighth, ninth and tenth episodes. Hundreds of newspapers are running this series in connection with the showing of "The Red Glove" serial, and it has proven a mighty effective and interesting way of publicizing a serial. Here are a few punches from these episodes.

EPISODE No. 8.

1. Billie leaps from speeding train to prairie schooner to escape Starr Wiley in race for "Pool of Lost Souls."
2. Wiley's pursuit of Billie over prairie in race to Trevina ranch.
3. Billie, with well-aimed bullet, foils Wiley in attempt to steal Red Glove, with deed to "Pool of Lost Souls."
4. Billie learns, with Wiley spying, that she is heiress to Murdaugh millions.
5. The Vulture, after a miraculous escape from death, slips into Limasito and frees his outlaws.
6. Wiley, beset by the Vulture's band, buys his life with the promise of a million dollars.
7. Death battle between Vultures and townsmen in darkened hotel.
8. Wiley and Vulture trap Billie, and, seeking to escape, she climbs derrick. As Billie launches herself on cable, Wiley cuts supports and derrick crashes to earth.

Going down to the bottom of the Pacific in a diver's suit is one of the thrills enjoyed by Marie Walcamp, daring star of the new Universal serial, "The Red Glove." Miss Walcamp, during her career as a serial beauty, has been called upon for many an unusual and daring stunt, but she says her present director, J. P. McGowan, has succeeded in thinking out some feats which surpass the wildest fancy. Her under-water fight in the new serial Miss Walcamp brands the "most daring feat she has ever been called upon to perform."

HERE'S Marie Walcamp's greatest ambition. To have a real home of her own, with lawns and gardens, and absolutely free from villains. If you had foiled as many villains in your short life as the pretty star of the Universal serial, "The Red Glove, you would understand why she doesn't want any villains around her home. She says she likes cows and chickens."

"The RED GLOVE" The Interrupted Wedding

Illustrated by HY. MAYER *EPISODE No. 10*

EPISODE No. 10.

1. Billie saved from wreckage of barge by tugboat.
2. Billie, clad in overalls, makes dramatic entrance at Halstead home just as she is given up as lost.
3. Billie, at point of gun, exposes crooked card-player who is robbing Vernon Halstead and friends.
4. Wiley follows Billie, bribes servant to spy on her and makes violent love to her to get deed, but is scorned.
5. Billie foils maid's attempt to get Red Glove.
6. Billie flees to Tia Juana with Red Glove, Vulture hot on her trail.
7. Vulture attacks Billie and gets glove, but she recovers it and flees as chauffeur rushes to her assistance.
8. Fleeing in auto from Vulture, Billie reaches dock as ferry pulls out, makes leap in car, misses and plunges to bottom of bay.

NOTES.

Tom Lingham, villain in the Universal serial, "The Red Glove," doesn't know how to swim. At least he didn't when the serial was started, but it's different now. His first lesson was a twenty-foot dive from the pier at San Pedro into the bay. The actor took what is termed a "belly-flopper" by the small boys of the swimming hole, but though partially stunned, managed to keep afloat until the rowboat reached him. Before many episodes of "The Red Glove" were completed, Lingham was using the crawl stroke like a veteran. It was a case of "sink or swim."

Blowing up a barge at San Pedro for the new Universal serial, "The Red Glove," starring Marie Walcamp, gave the harbor fire department a scare which sent the fireboat screaming to the scene, and almost landed the firemen in the picture. Director J. P. McGowan, standing by in a tug, managed to head off the fireboat in time and explain.

The Exhibitor's New Source of Revenue

Priscilla Dean

Some exhibitors—a few—don't realize that a new star like Priscilla Dean (if they could find one like her) brings them in brand new money—dollars that they couldn't get in any other way. They drill along from day to day with the same old faces on the screen, and fail to see the main point in their business—which is—to give their people a new sensation whenever and wherever they can grab it. Exact figures are not obtainable, but we believe that Priscilla Dean, the biggest discovery of 1919, has drawn at least 30% more money than that Exhibitor would have taken in that week with anything else except "The Heart of Humanity." No Star that we can think of, male or female, ever had four such wonderful successes in four months as the four plays listed here. See them now at your nearest Universal Exchange.

"The Wildcat of Paris"

The picture that turned Priscilla Dean from an unknown into a meteor over night.

"The Wicked Darling"

A story of the very greatest intensity and dramatic heart appeal.

"A Silk-Lined Burglar"

A play with a twist and a kick and a throb in it.

"The Exquisite Thief"

The kind of a picture that makes you want to climb into the screen and fight for her.

ALL UNIVERSAL SPECIAL ATTRACTIONS

SYNOPSES OF SCREEN MAGAZINE, No. 12; "IN BAD ALL AROUND," AND UNIVERSAL CURRENT EVENTS, No. 17.

"IN BAD ALL AROUND."

L-Ko Two-Reel Komedy.

(*Copyright*, 1919, *L-Ko Motion Picture Kompany.*)

CAST,

Luke Warm	Phil Dunham
Isadore Able	Eva Novak
Butt Insky	Charles Dorety
Fuller Fat	Hughie Mack

ALTHOUGH Luke Warm and Isadore Able were married, they were not happy, and the cause of their unhappiness was one Fuller Fat, who had been a suitor for the hand of the fair bride, and found it difficult to cast himself adrift. He even kidded himself that his was a platonic friendship. Butt Insky, however, suspected that it was otherwise, and determined that it should be, anyway. He butted in on a touching scene, when the young wife was attempting to repair a rent in Fuller's trousers. Butt Insky informed Hubby, and things in the peaceful village hummed so alarmingly for the next hour or two that the quiet inhabitants thought the Bolsheviki had established a young Soviet there. When the husband's honor had been sufficiently satisfied, Fuller Fat and Butt Insky founded a Home Wreckers' Union, and started out after the next newlyweds.

Current Events, No. 17.

Students Go "Over the Top" in College "Bag Rush."—University of Wisconsin freshmen don war-paint and then defeat sophomores, with heavy casualties to both sides.—*Madison, Wis.*

Sub-Titles. — Noncombatant co-eds on the side-lines. The bags in "No Man's Land." "Ready? Let's go!" The freshmen parade shirtless, but triumphant.

Famous Eleventh Engineers Return from France.—The boys who dropped their picks and shovels, grabbed rifles and helped the British stop the Germans at Cambrai, arrive on the Santa Theresa.—*New York City.*

Sub-Titles.—Lieutenant Colonel H. D. Hudson, of New York City, second in command of the famous fighting engineers. Some scrappers, these boys! They were the first Americans at the front, were four times cited by the British, and hold many individual decorations.

De Valera, in Hiding, Urges a Free Ireland.—President of the recently proclaimed "Republic of Ireland" photographed secretly "somewhere in Dublin" following his remarkable escape from a British prison.

Sub-Title.—Professor Edward de Valera, American born of Spanish and Irish parents, is an ardent, impassioned advocate of Irish freedom.

German U-Boat Here to Aid Victory Loan (Omitted from New York City and Boston prints).—Submarine U-111 arrives at the Brooklyn Navy Yard, but the Stars and Stripes fly over the Prussian Eagle.—*Brooklyn, N. Y.*

That Camp at Brest!—Exclusive motion pictures of the embarkation point about which there has been so controversy, photographed by U. K. Whipple, staff camera reporter of the International.

Sub-Titles.—"Chow" time at Camp Pontaneden, Brest, France, where the best little thing it does is rain. Generals Helmick and Butler sample the coffee and approve it as "some coffee!" The tented portion of Camp Pontanedan, criticized by many soldiers as a "mud-hole." But Uncle Sam's engineers have conquered the mud and built a complete city of the size of Albany, N. Y., with miles upon miles of duck-board streets. For further interesting pictures of the camp at Brest see the coming issues of the Universal Current Events, International News and Heart News.

Ho, Fans! Baseball Is King of Sports Again! (Omitted from Portland, Seattle, Spokane, San Francisco and Los Angeles prints).—More than 30,000 see Yanks whipped by score of ten to nothing by the Boston Red Sox in the opening game of the season.—*New York City.*

Sub-Titles. — Alderman Robert Moran throws out the first ball. And then the trouble starts.

Denied Possession of Fiume, Italy Withdraws from Peace Council.—Striking views of the Adriatic sea port, the bitter bone of contention that threatens to disrupt the Paris Conference.

Sub-Titles.—Baron Sonnino, Italy's Foreign Minister who, with his chief Premier Orlando, retires from Peace Conference as a result of President Wilson's refusal to consider the awarding of Fiume to Italy. President Woodrow Wilson, who stands firmly by his determination that the sea port of Fiume shall be internationalized as an outlet for the commerce of Hungary, Bohemia and the new Jugo-Slav states.

Nation Honors Heroes of the Yankee Division (Omitted from New York City prints).—In the presence of Governors of the New England States and tremendous throngs, General Hale decorates the regimental colors of the famous 26th.—*Camp Devens, Ayer, Mass.*

Sub-Titles. — Major General Edwards presents Distinguished Service Crosses and Crosses de Guerre to the heroes of St. Mihiel, Chemin des Dames and Seicheprey. The gallant 26th Division, one of the first American combat units to fight in France.

Liberty Boys of the 77th Division Return. (Special for New York City prints).—New York City's own division, conquerors of the supposedly impregnable Argonne Forest, arrive home on the transport Aquitania.—*New York City.*

Sub-Titles.—Some of the gallant officers who commanded the heroic 306th Infantry in action. Major Lewis M. Scott, commander of the 306th Machine Gun Battalion, and Major Arthur Collins, commander of the 106th Machine Gun Battalion. Lieutenant Colonel Charles S. Hesser and his staff. Major Duncan G. Harris, commander of the 3rd Battalion, 305th Infantry. He led his command for fifteen days, while wounded, in the Argonne Forest without receiving medical attention, and received the Distinguished Service Cross. Does little old New York look good to them? Ask 'em!

ABE MARTIN says:

It's sweet to be remembered, but it's often cheaper t' be fergotten.

Some folks, like a cheap resturint, seem t' think a good front is all that's necessary.

(*From New Screen Magazine, No.* 12.)

SCREEN MAGAZINE No. 12.

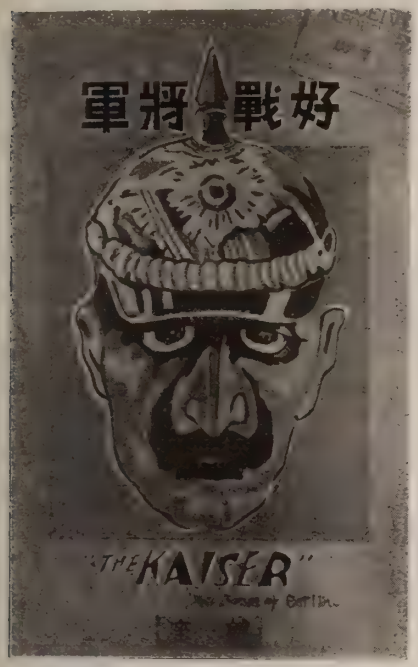
THE Screen Magazine is nothing if not instructive. It starts out with a chapter on the reduction of waistline and the accumulation of pep, and shows how these two can both be accomplished at the same time by judicious exercising. A 'possum hunt is the next thing in order, and of course it is conducted by the race whose other delicacy is chicken. The creation of a fashion, from its nebulous idea to the finished gown, will not interest the men half as much as it does the women in the audience, but the Whoozit Weekly contains entertainment for both sexes. A wonderful view of mountain climbing is next permitted, and we are brought back on the level again with a number of Abe Martin's clever sayings.

Jewel News from Far and Near

"THE KAISER" MUTILATED IN SOUTH AMERICA

Attempt to Stop Showing of "The Beast of Berlin" in Valparaiso

REPRESENTATIVES of the Universal Film Exchanges, Inc., in Chile have instituted suit against a number of pro-Germans in Valparaiso,



Reproduction of a poster issued in Tokyo in connection with the enthusiastic showing of "The Kaiser, the Beast of Berlin," throughout Japan. The colors are blue and red.

for damage done to a print of "The Kaiser, the Beast of Berlin," which has been netting over a thousand dollars a day in the Southern country. When "The Kaiser, the Beast of Berlin" was being shown at Santiago recently, a messenger who was carrying the film to a theatre from the exchange was attacked by a number of German sympathizers, considerably bruised by rough handling and the firm which he was carrying was mutilated. One reel of the photoplay was stolen and the remaining reels cut in in many places.

According to the "Excelisor," a trade magazine published at Buenos Ayres, Carlos Vogel Meyer, being held by the police on a charge of assault, is one of the men who mutilated the film. His accomplices have not been apprehended. Feeling has been excited to a certain pitch.

Crowd trying to get into the Province Theatre, Winnipeg.

"Heart of Humanity" Sweeping Through Canada

ADVICES from Canadian exhibitors who have played and are now playing "The Heart of Humanity" bring out the fact that the big Holubar-Jewel super-drama is proving the greatest film attraction ever shown.

At the Province Theatre, Winnipeg, Man., one of the leading theatres of the country, "The Heart of Humanity" played its first week to business so great that any previous box office and attendance record was almost doubled. The theatre began a second week's run of the production April 21. At Vancouver the film play also proved such a tremendous success that it will be shown a second week at the Dominion Theatre. The film began a week's run at Calgary, April 14, and at Saskatoon on the same day, following a big week's business at Moose Jaw.

In Eastern Canada, where the film is playing its second runs at Montreal and Toronto, record business has been the rule at the theatres, according to reports forwarded to Universal exchanges by managers. In a telegram sent to Carl Laemmle, Universal's president, Manager Schuberg of the Province Theatre, Winnipeg, told of the success of "The Heart of Humanity" at his theatre the first week as follows:

"Opening day people standing in line for four hours in terrible rainstorm. Every former city attendance and box office record smashed to smithereens. "Heart of Humanity" record almost double any previous Province record."

Province Theatre Co., Ltd.
J. A. Schuberg.

On the same night the following letter was sent:

Gentlemen:

"The Heart of Humanity," playing the Province Theatre, opened to a most astounding business; Monday doing twenty-five per cent more business on the day than any other production heretofore on any one day.

Business increased daily throughout the week, and on Saturday, the last day of the presentation, the crowds gathered early, and by noon the house was filled to capacity.

Our price of admission was increased 100% on this production, as we are in the habit of doing on all big productions, but the records for Winnipeg were smashed to smithereens for the six days' business on "The Heart of Humanity," which subject was claimed by all patrons to be the peer of any production yet seen.

We are negotiating with your local office at present for a further presentation of one week.

Yours very truly,
PROVINCE THEATRE CO., LTD.
Per (Signed) Helmer N. Jernberg.

SYNOPSES OF "THE BULLSHEVICKS" AND INTERNATIONAL NEWS, No. 17.

"The Bullshevicks."

Lyons-Moran Star Comedy.

CAST.

Eddie Torial, a reporter....Eddie Lyons

Lee Wire, feature writer.....Lee Moran

Countess Onanoff.....Mildred Moore

EDDIE and Lee, reporters on the Morning Guess, are sent out to get an interview with Countess Onanoff, a member of the old Russian nobility who has just arrived in the city.

The boys go to the home of the Countess, where they are admitted by the butler, who takes their cards. They notice two mysterious Russians take the card from the butler and follow him into a room. They find some Russian cigarettes, which they smoke while waiting. The butler finally comes back and ushers them into a large room. A beautiful girl, who proves to be the Countess, enters. She mistakes the boys for Bolsheviks disguised as newspaper reporters. She makes love to Eddie and gets his promise to kill her lover, who is now a traitor. She leads Eddie to the room where her lover is seated. Eddie's courage fails, and he returns to the room, where he finds the Countess making love to Lee. Eddie and Lee quarrel, and the Countess gives Lee a knife and tells him to help Eddie with the killing.

They advance toward the room where the lover is located. The lover steps out of the curtains and discovers them. He is suddenly stabbed in the back and falls dead. The boys grab the papers from his pocket and return. The Countess says Lee knows too much, and orders two Russians to kill him. Lee flees. Then she tries to poison Eddie, and he runs. Eddie escapes and returns to the Countess, who again vamps him. Lee is captured by two Russians, who tell him they will spare his life if he will kill the Countess. Lee takes the knife they give him and starts back. He sees Eddie in the arms of the Countess and in a jealous rage decides to kill both of them. Just as he is about to stab the Countess, Eddie awakens and finds he is hugging Lee and the butler is tapping them on the shoulder. The Russian cigarettes had doped the boys. The butler announces that the Countess will not grant them an interview, and they sheepishly leave the house.

International News,

No. 17

Inaugurate Governor of the Virgin Islands.—Marine Honor Guard escorts Admiral Oman to the Mansion House, where he is greeted by the retiring governor of the islands Uncle Sam recently bought from Denmark.—*St. Thomas, Virgin Islands.*

Sub-Titles.—Oman is sworn in as the chief executive of the naval administration that governs the islands. St. Thomas, the principal town of the Virgin Islands, seen from the waterfront.

Old Bridge Is Wrecked; Replaced by New One (Omitted from New York City print).—Huge structure is sawed apart and the central span dropped into the Schuylkill River.—*Philadelphia, Pa.*

Sub-Title. — The new concrete bridge.

Odd Invention Teaches Cadets Flying Tricks.—Machine developed by William J. Ruggles, demonstrated at the U. S. Aviation Headquarters, enables students to undergo all sensations of aerial acrobatics.—*Washington, D. C.*

Sub-Title. — Lieut. Charles Dolan operates the machine from an exact duplicate of the seat and control of an aeroplane.

German Helmets Help Uncle Sam Sell Bonds.—Great pyramid of Boche "tin derbys" is under construction, surmounted by figure of Winged Victory.—*New York City.*

"By the Sea, by the Sea" (Omitted from New York City print).—The early spring sends its fascination over crowded city dwellers, and they rush to the shore to learn what the "wild waves are saying." — *Atlantic City, N. J.*

Belgian King Travels by Aeroplane Express.—King Albert, who journeys all about Europe by air route, leaves French General Headquarters to fly to Brussels.—*Le Bourget, France.*

Sub-Title.—Lieutenant Combred, of the Belgian Air Service, King Albert's aerial chauffeur, and the machine the king uses—one captured from the Germans.

Uncle Sam Releases "Cubs'" Star Pitcher (Omitted from Chicago print). —"Alexander the Great" returns from the khaki-clad part in the world league to baseball in the National League, accompanied by his wife, and Owner Wrigley.—*Chicago, Ill.*

Abe Martin says:

Th' trouble with a dry town is that th' drug stores don't git th' baseball scores.

What's become o' th' ole time girl that let th' matter drop when some feller jilted her?

(*From New Screen Magazine, No.* 12.)

Perform Strange Feat of "Steamship Surgery."—Sunk by collision, the S.S. Dufferin is raised and her shattered stern amputated with oxy-acetylene torches at the Robins Dry Dock, Todd Shipyards. — *Brooklyn, N. Y.*

Paderewski Arrives to Meet Peace Conferees.—Premier of Poland and famous pianist reaches French capital to lay Poland's claims before the "Big Four."—*Paris, France.*

Sub-Title. — General Haller, commander in Chief of the Polish forces in France and a Polish soldier in national costume.

Sims and Roosevelt Open Bond Campaign (Omitted from New York City print). — Addressing vast crowds through voice-magnifying device, they urge purchase of bonds that victory may be made complete.—*Washington, D. C.*

Sub-Titles. — Secretary Roosevelt converses by wireless with an aviator 2,000 feet above, while the flyer's replies are given to the crowd through the voice-magnifier. Miss Billie Burke sells the first bond to Private A. A. Gamble of the 59th Pioneer Infantry.

German Rolling-Stock Surrendered to Yanks.—Locomotives brought from Berlin are turned over to American officers of the Inter-Allied Railroad Commission in accordance with Armistice terms.—*Coblenz, Germany.*

Sub-Titles.—German workmen prepare for acceptance an engine rejected by the American officers.

Governor Smith Leads Liberty Loan Parade (Special for New York State prints).—Chief Executive and members of the Legislature head march —opening Victory campaign in New York State.—*Albany, N. Y.*

Sub-Title.—Mrs. Alfred Smith, wife of the Governor, in the reviewing stand.

Mrs. Charlie Chaplin

Mildred Harris

in

Lois Weber's Great Heart Picture

"When a Girl Loves"

JEWEL Productions INC
1600 Broadway New York City

The Answer to the Demand for Better Pictures -- Jewels

Jewel Productions, Inc. New York, N. Y.
Gentlemen:—

During the past week I have had the pleasure of witnessing two of your splendid productions, and I feel to withhold comment would be an injustice to all concerned in the production of these pictures. The first picture was Mildred Harris in "For Husbands Only." The acting, photoplay, direction and titling were all 100%, and the picture as a whole was one of those few that stand out above the run of ordinary pictures. Mildred Harris as the star deserves the praise of theatre-goers, for her work was perfect. The settings showed the care and detail that had been taken to bring out all the quality of the picture, and the direction was that of the master hand, Lois Weber.

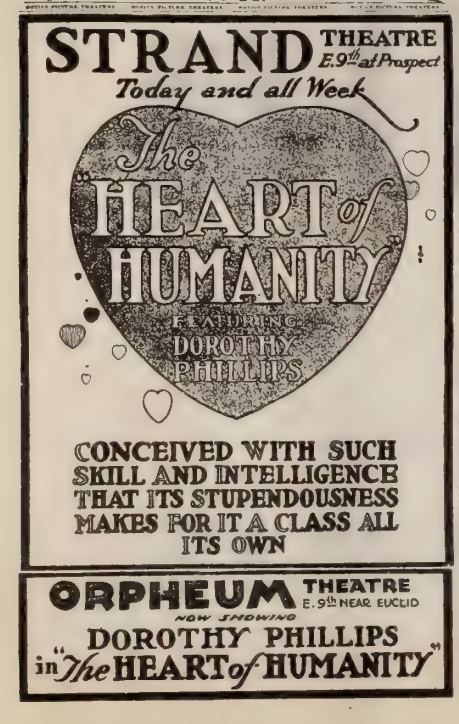
In regard to the other picture, "Crashing Through to Berlin," I was somewhat skeptical as to its pleasing power, but after seeing the picture my strongest recommendation is that it should be shown in every school and college throughout the country. It is a picture of history in the making and something that you cannot learn from books or still pictures.

These two pictures varied widely in type, and yet both were pleasing. From an exhibitor's standpoint (I have been an exhibitor until recently) they were the answer to the demand for better pictures. I hope that it may be my pleasure to see "Jewels" that will live up to the impression made by these two. Keep up the good work and you will always find a ready market.

(Signed) A. H. COBB, JR.,
Hartsville, S. C.

"If you were a man I'd wring your neck—but you're only a woman, so—GET OUT!"
"The DOCTOR AND—THE WOMAN"
AUDITORIUM, Tonight, Wednesday Afternoon & Night

Three-column adv. in the Connersville Daily Examiner of Connersville, Ind. Used for a Mildred Harris picture.


STRAND THEATRE E. 9th at Prospect
Today and all Week
The "HEART of HUMANITY"
FEATURING DOROTHY PHILLIPS
CONCEIVED WITH SUCH SKILL AND INTELLIGENCE THAT ITS STUPENDOUSNESS MAKES FOR IT A CLASS ALL ITS OWN
ORPHEUM THEATRE E. 9th NEAR EUCLID
NOW SHOWING
DOROTHY PHILLIPS in "The HEART of HUMANITY"

Three-quarters of a page in the Cleveland Plain Dealer, dealing with Jewels.

HE DID NOT HAVE ENOUGH RESERVED SEATS

California Film Exchange,
Los Angeles, Cal.

Gentlemen:—

I feel it is in order to tell you how successful we were with "For Husbands Only;" capacity house, splendid light, film perfect, running without a hitch, excepting I did not have enough reserved seats; everybody pleased.

I gave it a lot of publicity with good results, not forgetting the merits of the picture, it was a fine picture.

Can do with more like these. Best wishes.

Yours truly,

(Signed) A. W. MacMILLMAN,
The Superior Amusement Co. (Inc.)
Superior, Ariz.
J. J. Neary,
Manager.

4 Great Pictures

Time tells! Go back over the list of last year's successes and four great pictures come to mind. Whether you've played them or not, you know their enormous drawing power, and you know that if your people haven't seen them they're just as good as new. These pictures are: Dorothy Phillips in "PAY ME"—Elaine Hammerstein in "THE CO-RESPONDENT"—Carmel Myers in "SIRENS OF THE SEA"—Herbert Rawlinson in "COME THROUGH." Show them—and make some money.

JEWEL Productions Inc
1600 Broadway New York City

SYNOPSES OF "A PRISONER FOR LIFE" AND HEARST NEWS, No. 17.

"A Prisoner for Life."

Eddie Polo-Cyclone Smith Series.

CAST.

Cyclone Smith	Eddie Polo
Myrtle Baines	Eileen Sedgwick
Sheriff	Harry De More
Seymore	Harry Todd
Bobbie	Pat Moore

CYCLONE SMITH has casually settled on a piece of Government land controlling the water supply of the surrounding district. The ranchers protest. Cyclone's cabin is burned, and Cyclone returning, is warned to get out of the country, but he notifies the sheriff that he intends to come into town the following day and have his revenge.

Myrtle Baines, the daughter of John Seymore, tells her father for the first time the trouble that had separated her from her husband. He had left, and though later it was found that he was innocent, she had never heard from him, and he does not even know that he has a son, little Bobby.

Cyclone Smith lives up to his warning, rides into town, and locks the sheriff up in the jail. Seymore, Myrtle and Bobby have also come to town. Finding Seymore, Cyclone forces him to take up a collection as payment for the cabin that was burned. Bobby enters, and with his cap pistol, demands that Cyclone put up his arms. Cyclone is highly amused by the boy's actions, and tells Seymore that he can keep the money and that he will take the boy. With Bobby under his arm, Cyclone Smith makes for his horse, mounts and escapes, with the deputy sending a shot after him.

At a deserted ranger's cabin where he has found refuge, Smith finds that the boy has been wounded, the shot from the deputy having struck him. He rides back into town, evading the posse searching for him, kidnaps the only doctor, and takes him bak to the cabin. Myrtle, almost frantic, herself goes in search of Bobbie. She sees Cyclone entering the cabin and creeps up to it. The doctor has just informed Cyclone that he must operate at once, but that he needs assistance. Myrtle enters and recognizes in Cyclone her husband. The doctor tells Cyclone Smith to stand on guard outside and to allow no one to enter while the operation is being performed. The posse see Cyclone and ride up. They demand Bobby. Cyclone leads them some distance from the cabin, and then tells them of the operation. The sheriff refuses to believe this, and is starting for the cabin to investigate, as, breaking his bonds, Cyclone prevents him. But at this point Myrtle comes from the cabin and tells them that the operation is over, that Bobby will live. Seymore now finds that Cyclone is his own son-in-law, while Cyclone learns the boy he has kidnapped is his own son. And the sheriff, at Seymore's urging, promises to drop the matter.

Hearst News, No. 17.

Prince of Wales Leads Guards' Victory March.—His Royal Highness rides at head of famous regiment and then reviews the men who fought so gallantly throughout the war.—*London, England.*

Sub-Title.—The Prince of Wales salutes the heroes of a score of bloody battles.

Strike of "Phone Girls" Ties Up New England.—Business is paralyzed by walkout of Central operators who hold daily meetings while frantic efforts are being made to induce President Wilson to intervene.—*Boston, Mass.*

Sub-Titles. — New England has never known a more orderly strike. Only one banner is displayed, and that asks only for justice. Miss Julia O'Connor, president of the Operators' Union and leader of the country's first strike of telephone girls.

Tank Starts Climb to Pike's Peak Summit.—Mobile fortress that saw service in France starts trip in interest of Victory Loan.—*Colorado Springs, Colo.*

First German Liner Arrives with Troops.—Kaiserin Augusta Victoria of the Hamburg-American Line, loaned to America by Germany in exchange for food, docks with returning Yanks.—*New York City.*

Sub-Titles.—The steamer Natalie Mae of the Todd shipyards greets the boys of the 141st Field Artillery (New Orleans troops) returning on board the Kaiserin Augusta Victoria. The German steamship Patricia, another of the Boche ships turned over to Uncle Sam, docks at Boston after landing a cargo of returning Yankee fighters. Capt. Emil Wimmel, commander of the "Patricia," when she flew the German flag, and three of his aides, who journeyed across on the ship to help the American naval crew in the handling of her.

Korea Demands Liberty from Japanese Empire.—At Independence Hall, "Cradle of American Freedom" delegates of the Korean Provisional Republic issue Declaration of Indepen-dependence.—*Philadelphia, Pa.*

Sub-Title. — Syndeman Rhed, Secretary of State of the Provisional Republic of Korea—a nation of twenty million people with a civilization antidating that of Japan or the nations of the Western world.

Porto Rico to Be Naval Base to Protect Canal (Omitted from Portland, Seattle, Spokane, San Francisco, Los Angeles, New York, Kansas City, Cleveland, Cincinnati and Detroit).—American warships lying in the beautiful Harbor of San Juan, soon to become an American submarine and destroyer station to guard the "Big Ditch" at Panama.

Sub-Title.—A party of "gobs" land for shore duty.

Uncle Sam's Eaglets Guard Rhine from Sky.—"Mosquito Fleet," Capt. Eddie Rickenbacker's famous aerial circus, otherwise known as the 94th Aero Squadron, is the cloud patrol of the Army of Occupation.—*Coblenz, Germany.*

Sub-Titles.—Aviators "Sam" Kaye, "Joe" Dawson, "Bob" Donaldson, "Bill" Palmer and "Won" Cook. These five men hold the scalps of 26 Boche planes. Captain Rickenbacker's famous fighting plane and the crosses that represent his many victories. Acrobatics give the boys an appetite for lunch. Then off for a spin above the Rhine.

"Indoor Sports," Cartoon by "Tad."—"Feeding the Chickens."

ABE MARTIN says:--

"I'd hate t' be a girl an' have t' remodel ever' spring an' fall," said Lafe Bud, t'day.

Th' ole time mother that used t' wonder where her boy wuz, now has a gran' son who wonders where his mother is.

(*From New Screen Magazine, No.* 12.)

Smiling—Happy
Pete Morrison
The Western Thunderbolt

Supported by Helen Gibson
and Hoot Gibson — in

"GUN LAW"
Thrilling 2-Reel Western

REPORTS from every part of the country show that these new 2-reelers are going over with a bang. People love these short, interesting, high-speed pictures, and exhibitors are again taking to them as ducks take to water. Give your program that even balance and that red-hot "pep" with these subjects. Book them all as fast as they are released.

BOOK THRU ANY UNIVERSAL EXCHANGE

Exhibitors wrote this ad

Here are unsolicited letters from several theatres who have played "THE LURE OF THE CIRCUS" serial. They have PAID for the privilege of running it. The words of men who have played and paid discount forty ways all the advertising text of the cleverest writer in the world. Here are facts on which you can base your booking of this serial:

PAY ATTENTION TO THIS

Booker Washington Theatre, St. Louis, says:

"My patrons stood up and yelled with delight when Polo put in his appearance. They just love him down here and 'THE LURE OF THE CIRCUS' is simply immense."

ABSORB THE MEAT OF THIS

The Plaza Theatre, New York, says:

"The drawing power of Eddie Polo in 'THE LURE OF THE CIRCUS' caused us to book it in our Yonkers Theatre, where it is going over as big as at the Palace."

WHAT DOES THIS MEAN TO YOU?

The Elco Theatre, Charleston, S. C., says:

"We opened with the first episode of 'THE LURE OF THE CIRCUS' yesterday. It was our banner day. Broke all house records. Could not accommodate the crowd. Can't imagine what will happen when they see what we have to show them in the future episodes. Am preparing to get the 'coppers' to keep the crowds in order."

CAN YOU BEAT THIS?

Wm. Fox's Liberty Theatre, Newark, N. J., says:

"'THE LURE OF THE CIRCUS' is doing capacity business on the days we show it. Our big business must have told on our competitive house, for they, too, have booked this serial."

These are letters taken at random from hundreds received from Exchanges and Home Offices. They tell the story of success.

The SENSATIONAL SUCCESS of

SECOND AND THIRD RUNS ALREADY STARTED IN CITIES AND TOWNS WHERE "THE LURE OF THE CIRCUS" HAS ALREADY BEEN PLAYED.

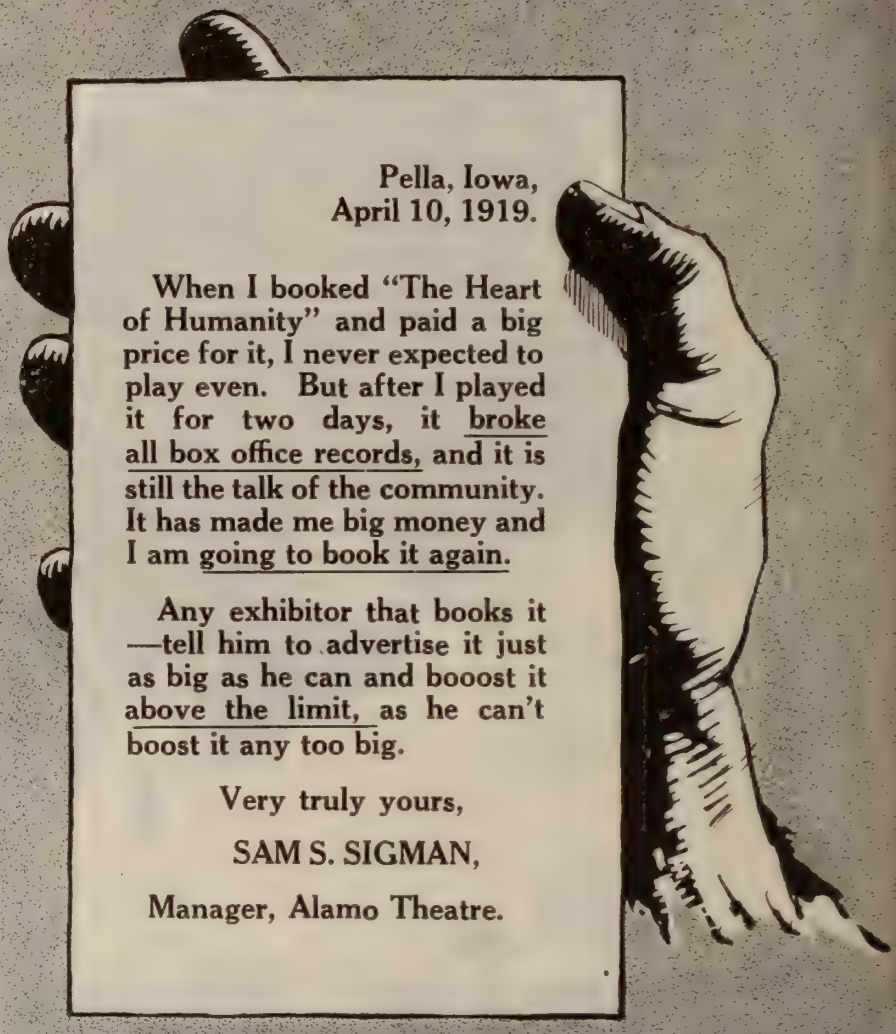
THAT'S HOW GOOD THIS SERIAL IS.

EDDIE POLO in "The LURE of the CIRCUS"

BOOKING THRU ALL UNIVERSAL EXCHANGES

The Nation's Most Popular Picture!

READ THIS SIMPLE FACT TESTIMONIAL FROM IOWA



Pella, Iowa,
April 10, 1919.

When I booked "The Heart of Humanity" and paid a big price for it, I never expected to play even. But after I played it for two days, it broke all box office records, and it is still the talk of the community. It has made me big money and I am going to book it again.

Any exhibitor that books it —tell him to advertise it just as big as he can and booost it above the limit, as he can't boost it any too big.

Very truly yours,

SAM S. SIGMAN,

Manager, Alamo Theatre.

Allen Holubar's Super-Production

"THE HEART OF HUMANITY"

The Picture That Will Live Forever

Released thru

JEWEL Productions INC

1600 Broadway, New York City

featuring

Dorothy Phillips

How They Put Over "The Heart o

TO EXHIBITORS; WE WILL BE GLAD TO PRINT THE EXPERIENCE OF ANY EXHIBITOR WHO HAS RUN "THE HEART OF HUMANITY" IN THE COLUMNS OF THE WEEKLY.

WORTH FIVE DOLLARS

April 18, 1919.

Mr. Herman Stern,

Dear Sir: I wish to state, in regard to your picture, "THE HEART OF HUMANITY," that I played this picture a week after a picture which had left a bad taste in my patrons, and it was the best cure in the world.

Remarks such as this were heard: "Beats 'The Birth of a Nation' by a mile," "Never saw such a picture. One lady stated: "The most horrible but the most wonderful think I ever saw, and I would not have missed it for five dollars."

It cured my patrons of an awful grouch.

And while I paid a big price, for a tank-town, I would not have missed running this picture for a great deal.

It needs some real music and a few effects, and they will all *laugh* and *cry* and boost it to the skies.

Sincerely,
PARAMOUNT THEATRE,
(Signed) W. E. Hoffman,
Sistersville, W. Va.

GREATEST PICTURE OF THE TIME

April 16, 1919.

Universal Film Co.,
Oklahoma City, Okla.

Dear Sir: I have just finished a two-day showing of "THE HEART OF HUMANITY," and there is no doubt but that it is the greatest picture of the time.

I made a mistake in only charging 15c and 35c, not from the fact that I could have made more money, but all other pictures must necessarily suffer by comparison, and "THE HEART OF HUMANITY" is certainly worth 50c.

Hoping that the Universal will soon have another special, I am,

Yours truly,
PYTHIAN THEATRE,
(Signed) Pauline Sornborger
Cleveland, Okla.

HIGH SCHOOL CADETS CROWD THE HIPPODROME THEATRE TO SEE "HEART OF HUMANITY" AS TIMES-HERALD GUESTS

Head of parade of Dallas High School Cadets.

(*Copied from front page story in Dallas Times-Herald.*)

THE Dallas High School Cadet Corps, composed of companies from Bryanhi, Foresthi and Cliffhi, stormed the Hippodrome Theatre at 3.30 o'clock Thursday afternoon, and the big popular resort in charge of Ned Depinet, general manager of the Consolidated Film Company, capitulated smilingly and with open arms, so to speak.

It was the Times Herald's party to the "Kaydees," and it was some party. Every gray-clad cadet of the 800 or more there said so. The different organizations marched to the Hippodrome in squads, headed by their musical organizations. Dozens of recently discharged men from Uncle Sam's big fighting forces lined the sidewalks and cheered the marching cadets. Traffic was suspended completely for a short time on Elm Street, and there was no gainsaying the fact that the cadets were in complete control.

Column after column of gray-clad young soldiers filed into the entrance at the theatre. Ned Depinet was there to greet them with his famous smile, which is the talk of Film Row. The cadets arrived slightly ahead of schedule, and once inside the theatre they made the big auditorium ring with their college yells and corps shouts. The bands played and the drum corps ratatat-tatted and rolled and rolled. It was a big matinee, indeed.

The presentation of "The Heart of Humanity" met with a splendid reception at the hands of the cadets. The tears of Dorothy Phillips were productive of tears of a like kind in the eyes of the gallant youngsters in front of the screen, and her smiles chased away these same tears as dew before the morning sun.

Humanity"

HOW IT WAS DONE AT THE DAYTON THEATRE.

UNIVERSAL'S latest super feature, "The Heart of Humanity," opened a week's run at the Dayton Theatre, Dayton, Ohio, Sunday, February 16th. This was sometime ago, but the story will help some exhibitor who is just getting the chance to book "The Heart of Humanity," and is told here to give him an idea of how to put it over.

This picture had been advertised for two weeks previous to the showing with the largest campaign ever launched by Mark Gates, managing director of the Dayton. Forty twenty-four sheet stands were used to advertise this attraction for two weeks previous to the showing, also during the week of the engagement. Newspaper space was used liberally to herald the approach of this offering. A novel stunt that caused quite a bit of comment from patrons of the Dayton was the speech that was made before every show two weeks previous to the showing, telling of "The Heart of Humanity." Urlin G. Perrill, publicity director of the Dayton, talked about four minutes every night on this film with a pepful style that would do credit to any four-minute speaker.

One of the twenty-four sheets on "The Heart of Humanity" was hung on a frame and then attached by ropes suspended just behind the disappearing curtain on which the pictures are thrown at The Dayton. Before the overture the picture screen disappeared into the floor of the stage and left in its stead this beautiful twenty-four sheet, shellaced in such a way as to make it look like an oil painting. A red light was then thrown on the sheet, creating a beautiful effect. This was done each performance about ten days previous to the showing and caused still more interest in the film.

The main feature of the success of "The Heart of Humanity" at The Dayton, however, was the music prepared by Hewit Thomas, director of The Dayton Concert Orchestra. The effects gained were perfect in every way. No finer compliment could be paid to Mr. Thomas's ability as a musical director than the announcement that the score prepared by him will be used in all of the houses in the mid-west territory. The Jewel company will furnish this to exhibitors as an extra help in putting over the picture. This picture, with the line that extended for a square and a half past The Dayton, was taken on the opening Sunday of "The Heart of Humanity." This photo was taken at one o'clock Sunday afternoon. Moving pictures were also taken of the large matinee crowd and thrown on the screen at eight o'clock the same night.

Line a block and a half long waiting for the one o'clock show on the day of opening "The Heart of Humanity" at the Dayton Theatre.

And this is the way the lobby of the Tudor Theatre looked during the entire run of "The Heart of Humanity."

MORE THAN A MASTERPIECE

March 30, 1919.

Universal Film Exchange.

It is my opinion that "The Heart of Humanity" is not a mere "masterpiece" for the word is too common these days, but something more far reaching, broader, an appeal to all human kind.

Reflects great credit upon Mr. Holubar. The work of Miss Phillips is superb; supporting cast excellent. All in all it is the acme of cinema achievement. My patrons expressed themselves in terms of highest praise.

Yours very truly,

(Signed) C. L. HEAD,
Fairyland Theatre,
Anaheim, Cal.

R-r-r-r-r-r-r-r

A Wonderful 2 Reel CENTURY COMEDY

"Frisky Lions & Wicked Husbands"

Book This Winner for a Run

IN last week's MOVING PICTURE WEEKLY, "Frisky Lions and Wicked Husbands" was announced as an L-KO. That was an error. "Frisky Lions and Wicked Husbands" is a Century, and the BEST Century comedy in many months. A laugh a second for two full reels.

ADVERTISING will never describe it. It's got to be seen to be fully appreciated. That's why we urge you to arrange to review this comedy at your nearest Universal Exchange. We recommend it for a 2-3 or 4-day run. It will get the money. SEE IT.

NOW BOOKING THRU ALL UNIVERSAL EXCHANGES

LYONS-MORAN

STAR
COMEDIES

NOW

DOMINATING
THE ENTIRE
COMEDY FIELD

THE CHOICE OF
FIRST RUN HOUSES

CLASS AND QUALITY
IN EVERY RELEASE

NOW BOOKING THRU
ALL UNIVERSAL
EXCHANGES

Priscilla Dean

the Wonder of the Year in her newest delightful sensation

"The EXQUISITE THIEF"

LIKE a meteor out of a clear sky, Priscilla Dean has flashed across the photo play horizon and electrified millions with her brilliant acting.

Here's a real Star, whose name and fame are already household words, your cue to book Priscilla Dean in every Universal Special Attraction, already released, in this production—"THE EXQUSITE THIEF," and in every one to come. She will set your audiences on edge, will make them sparkle with joy, will bring your people a new and electric sensation.

Most Assuredly

It's a Universal Special Attraction

Booking thru all Universal Exchanges

The MOVING PICTURE WEEKLY

VOL. 8 - NO. 14

MAY 24 - 1919

Mary MacLaren in "The UNPAINTED WOMAN"

R. LANGER

The One Thrilling Serial Success that you simply can't afford to miss

Tops 'em all forty different ways

The Sensational World Renowned

JAMES J. CORBETT

in the new

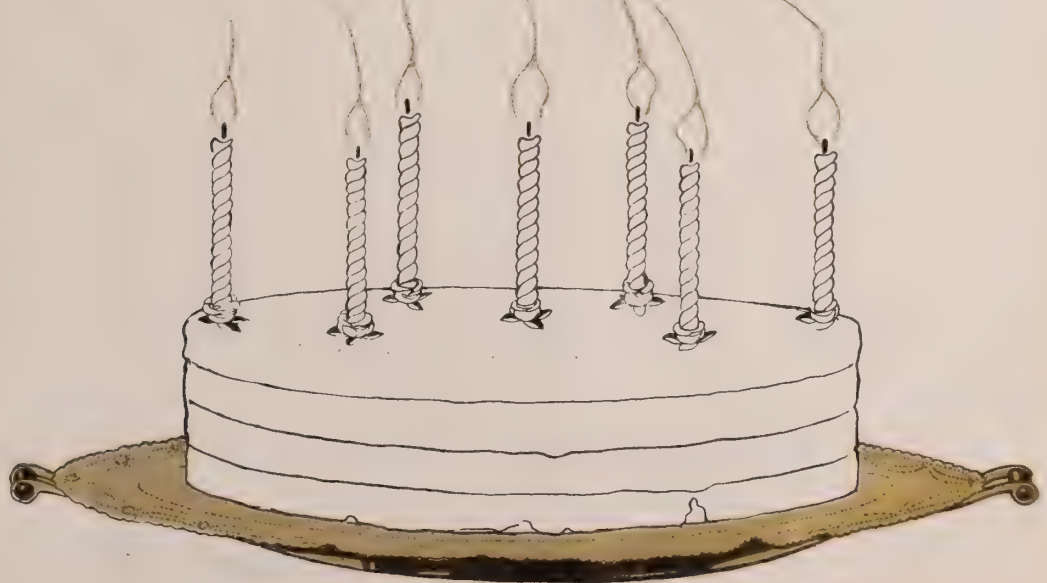
UNIVERSAL

Serial Supreme :

"The MIDNIGHT MAN"

COMING !

Will you come to our party?



Will you come to our party?

We are seven years old. That makes us the oldest producing and distributing child in the film business in the United States.

So we want you to celebrate with us.

If you are using any of the Universal product, you need no further invitation. But to those theatres which have not been using Universal pictures of late, we wish to say just this:—Join our celebration by running as many Universal pictures as you have room for during June, our Anniversary Month.

If you are all booked up, squeeze in at least one Universal picture, so we can say that every theatre in the land attended our party.

Celebrate the fact that the Universal has always been a never-failing source of supply; a source you could always come to when you found disappointment elsewhere.

Celebrate the fact that there is one company in the business which has never sky-rocketed, but has shown a sure and steady improvement in quality.

Celebrate the fact that the Universal has never participated in smooth schemes to "do" the other fellow, and is always doing its level best to check the rapid rise in picture costs.

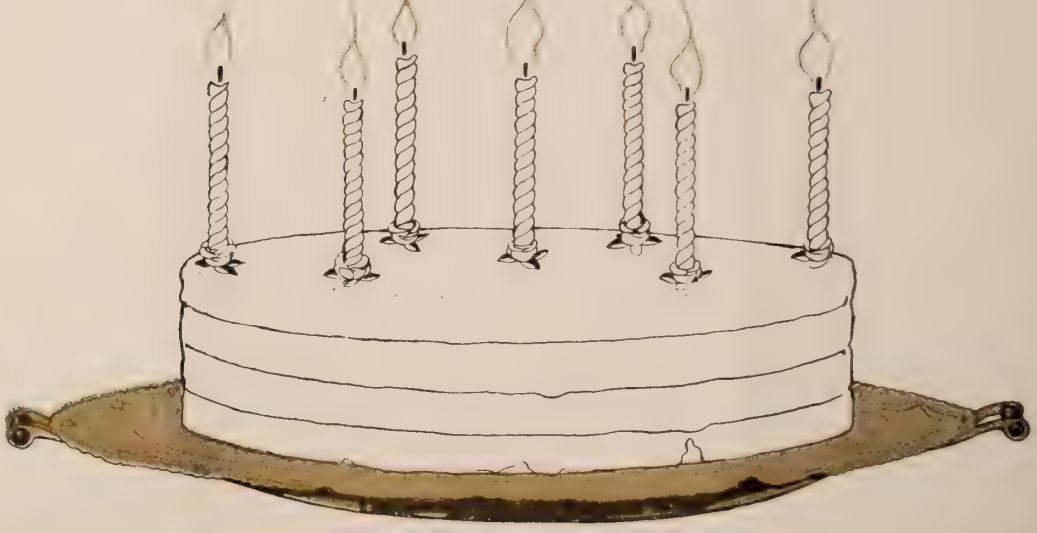
Celebrate the fact that the Universal has never had time nor inclination for stock-jobbing, cut-throat business methods or other misbegotten ideas which have been a curse on the whole industry - - - - but that we have spent all our time, money and energy on improving, improving, improving our pictures.

We believe our Jewels and our Universal Special Attractions are the finest pictures on the market. We believe there is no comparison between the news-reels we handle and any other news-reels. We believe our serials show the result of long years of experience and study. We believe our comedies are unsurpassable. We believe our whole product is the best that the best theatres can find and we believe our ideas of prices are reasonable and fair.

The Universal in all its seven years never made such good pictures as it is making today. And it never had more youthful pep than it has today, even though it is the oldest and staunchest of all companies.

We hope every theatre in the country will run at least one Universal picture during Universal Anniversary Month, whether it happens to be a feature subject or a short subject.

We hope you will come to our party, Universal



Look at This List of Newspapers Co-Operating on "THE RED GLOVE"

Baltimore American
Philadelphia North American
Boston Traveller
Minneapolis Daily News
Detroit Journal
Des Moines Register
Omaha Bee
Kansas City Post
St. Louis Republic
Denver Times
Salt Lake Herald
Post Intellingencer, Seattle
Pittsburg Press
Portland Telegram
San Francisco Chronicle
Indianapolis Star

If your house is located in one

of these trerritories, by all laws of good business, you should be running "THE RED GLOVE" serial. The co-operation these papers are giving includes publishing the Hy Mayer cartoons, running the story and inserting the display newspaper ads. Thus you get, without one red cent spent on your part, a class of publicity and advertising co-operation that would cost you an amount that no individual exhibitor could afford. Take advantage of the circulation of the paper running the matter and play this sensational Box Office winner, featuring Marie Walcamp.

See Your Nearest Universal Exchange

"ELMO

Universal's Challenge Serial

18

Episodes

"THE MIGHTY"

Featuring the Great

ELMO LINCOLN

celebrated Star of "TARZAN of the APES" with GRACE CUNARD and big Cast

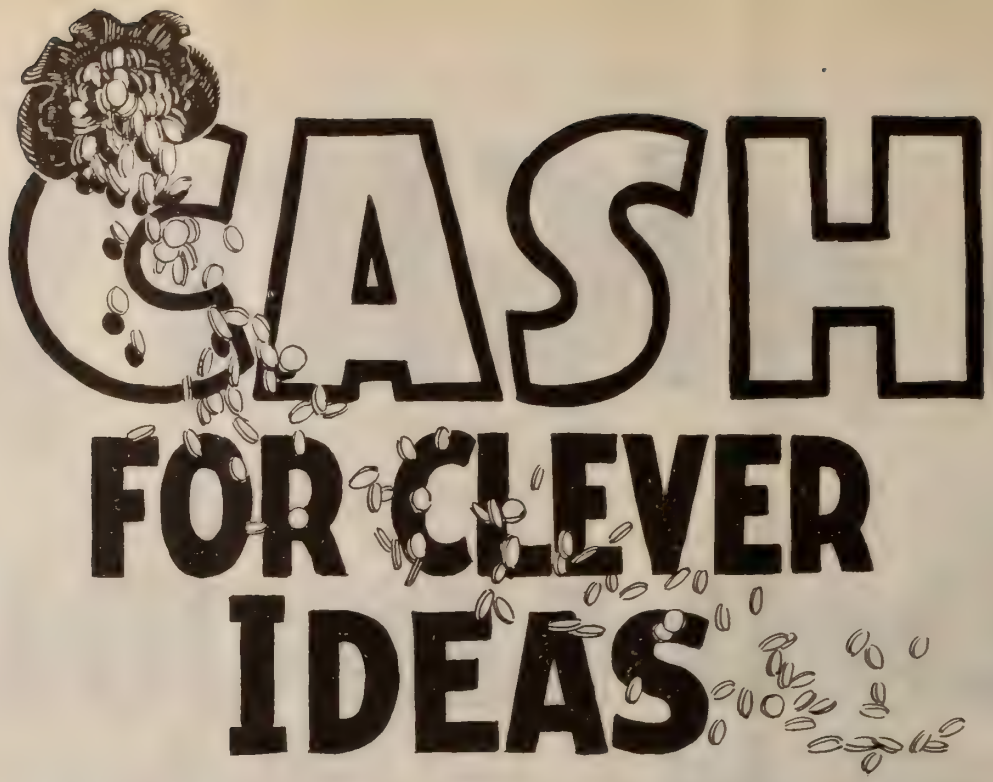
ON June 14th Universal releases its new challenge serial—"ELMO THE MIGHTY"—featuring ELMO LINCOLN, celebrated Star of "TARZAN OF THE APES."

Exhibitors who have played "TARZAN" and even those who haven't but who have heard of the records established by that production will in a flash understand the advertising possibilities of the Star of "TARZAN" in a big special serial written for Lincoln.

In addition to ELMO LINCOLN, you get GRACE CUNARD, whose popularity in serial extends 'round the globe.

Within the next ten days advertising and publicity campaign books will be forwarded to Exhibitors throughout the country. If you do not get your copy notify your nearest Universal Exchange. This new book carries elaborate props entirely complete and ready for all theatres.

Because of the sameness in advertising claims of all competitive serials we ask you to review as many episodes of this new serial that you can, and let the serial itself win its own booking. That's the test. Your nearest Universal Exchange will handle your booking now in advance.



THE NEW SCREEN MAGAZINE wants the cleverest ideas and novelties it can get and will pay highest cash prices for acceptable stuff.

The NEW SCREEN MAGAZINE is now producing the most fascinating animated reel of knowledge in the world—full of new ideas; the things that make people talk; that make this magazine self-advertising.

But we are going farther. We are not going to be content with the NEW SCREEN MAGAZINE, even as good as it is.

We are going to make it so good, so attractive, so popular that it will be the one reel your patrons will ask for week after week.

Vaudeville theatres, as well as picture theatres, will want this NEW SCREEN MAGAZINE from now on. As an added attraction, it will soon become the main attraction. So if you know of anyone who can supply the new and clever stuff we want, let us hear from you. We will pay highest cash prices for stuff we accept, but it must be clever, new and unusual to a high degree.

Already the NEW SCREEN MAGAZINE is one of the big weekly attraction in hundreds of houses, because it's what folks want. It's new. It's fascinating, and that's what pulls crowds. If you are not showing it, waste no time, but get your contract in immediately. We promise you much in the NEW SCREEN MAGAZINE. We expect to deliver MORE!

ADDRESS EDITOR—NEW SCREEN MAGAZINE –UNIVERSAL FILM MANUFACTURING CO., Largest Film Manufacturing Co. in the Universe, Carl Lammle, President, 1600 Broadway, New York City.

DAN RUSSELL is funny, and the L-KO beauty broilers make this latest L-KO—"HIS WICKED EYES" still funnier. Folks never tire of this fast style of comedy, and if you are not playing L-KO'S you are overlooking some real comedy bets. L-KO'S are hitting a high average.

L-KO'S ARE BOOKING THROUGH ALL UNIVERSAL EXCHANGES.

The World o

SCENES FROM UNIVERS
TERNATIONAL NEWS AN

1—*Millions cheer great Victory Loan Pageant. Huge tanks caterpillared up the Avenue while signs and their consciences abjure all good Americans to dig down deep in their pockets.*—Hearst News.

2—*Four trans-Atlantic NC fliers are commissioned at Rockaway Beach before attempting the hazardous trip on which they are now embarked.*—Hearst News.

3—*What a hop-off looks like. Three trans-Atlantic fliers two minutes after the official start for Halifax.*—Universal Current Events.

4—*Earl Reading leaving the United States with his wife after resigning as the British Ambassador to the United States. He will resume his duties as Lord Chief Justice of England.*—International News.

The Screen

CURRENT EVENTS, IN-HEARST NEWS, No. 19.

5—*Secretary Baker is induced to buy another Victory Bond by Capt. Morris Florea of the Police Reserve while attending the triumphal march of the 77th Division up Fifth Avenue.* — International News.

6—*Rainbow Division in its over-policed parade on Fifth Avenue. Half the people who wanted to see them were kept a block away.*—International News.

7—*The Misses McIntyre, Salvation Army lassies, frying doughnuts for Wall Street in their original kitchen which they used in France.* —Universal Current Events.

8—*Impressive ceremonies mark the investiture as Roman Catholic Arch-bishop of New York of Most Reverend Patrick J. Hayes.*—Universal Current Events.

Eddie Polo in

The Lure of the Circus

"We are playing 'THE LURE OF THE CIRCUS.' with Eddie Polo, on 2nd run. We took a chance, but are packing them in at every episode. Excitement intense at every showing. You simply can't keep the crowds away."

"Eddie Polo works fast in 'THE LURE OF THE CIRCUS,' but our Cashier works faster every time we show an episode of this crackerjack serial. Give us first whack at your next one."

"I've run serials a-plenty, but I never ran one that set my audiences on edge as this Eddie Polo serial. My receipts were better on the opening than at any other serial opening and have established a record for succeeding episodes."

"Give me Eddie Polo in another serial like 'THE LURE OF THE CIRCUS' and I'll outpull any competitor in my town for receipts every night I show an episode, if it's as good as this one. I take off my hat to Polo and the Universal."

"Serials come and serials go, but this Eddie Polo gets 'em coming and going. I'm not only satisfied—I'm tickled with my results."

"Thanks for clubbing me into booking Polo in 'THE LURE OF THE CIRCUS.' I came—I saw—and I booked. Thanks! Come again with another one like this."

"THAT'S WHAT THEY ALL SAY WHEN YOU HAND 'EM A WINNER"

O BE BOOKED THRU ANY UNIVERSAL EXCHANGE

THE MOVING PICTURE WEEKLY

A MAGAZINE FOR MOTION PICTURE EXHIBITORS

Published Weekly by the MOVING PICTURE WEEKLY PUB. CO.
1600 BROADWAY, NEW YORK CITY

PAUL GULICK, *Editor* JOE BRANDT, *Bus. Mgr*

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Vol. 8 MAY 17, 1919 No. 13

IDEAL FOUR-MINUTE TALKS ON CENSORSHIP.

ONE of the very best ways to combat censorship in your neighborhood, if it seems to be making any headway, is to engage a four-minute speaker and let him make a speech at every performance. He should make a different one at each performance, too. Here are a few prepared talks he could use:

Public Its Own Censor.

Ladies and Gentlemen:

SHALL a small number of citizens be given arbitrary power to control the amusement and instruction of one million people of the United States?

Shall this appointed body take it upon themselves to standardize morality of their fellow citizens?

The greatest statesmen and diplomats of our day, who represent almost every nation in the world, and who are at this time seated around that great table of peace at Versailles, France, have definitely concluded after months of most earnest thought and deliberation that the momentous problems of today must in their final analysis be solved by the sentiments and will of the people and not their chosen representatives.

Majority Should Rule.

THE whole theory of our national life is that the majority of the people know what is best for the people, and are entitled of right to have their way.

The theory of a censorship is the majority of the people do not know what is good for them, and must not have their way, but the way prescribed for them by a handful of wise morality specialists.

Our famous declaration affirms the right of every human being to "Life, Liberty and the Pursuit of Happiness," and every one of us has the inalienable right to choose the happiness that suits him best, subject only to the rule that he must not injure others. So we have the guaranteed right to read and to talk as we please, and, as a natural corollary, to seek such entertainment of the eye as pleases us in the moving picture theatre.

THE PICTUREGOER'S PRIMER.

What has changed pictures 100 per cent for the better in the last few years?

"Public Opinion!"

Did the Censors do this?

"Yes, they Did Not."

And why not?

"Because they let go through many pictures which the public vetoed as undesirable."

"Likewise, they killed many things the public wanted to see."

Will the public always censor the pictures, whether the Censors do or not?

"It will."

Old Issue Bobs Up.

My Friends and Neighbors:

THERE are a few men and women among us, who, from the height of what they regard as their superior education, or superior morals, or their superior something or other, are presuming to tell us what it is fitting and proper for us to see in the motion picture theatre. They want to tell us what we may safely look on, and what will degrade us, what we may see, and what shall be forbidden. This they intend to accomplish by censorship—a censorship of pictures that is viciously un-American and totally abhorrent to us who have been brought up to regard Life, Liberty, and the pursuit of Happiness as our God-given birthright.

Many Sound Reasons.

THERE are many sound reasons, too numerous to mention here, against any form of censorship other than the general expression of opinion voiced by the approval or disapproval of the American people.

So, therefore, I would like to ask exery American citizen to exercise his privilege as such, if only for the very existence of your favorite pastime, "The Movies," by writing to your United States Senator, Congressman or state legislator, protesting against Federal Censorship of any kind; then ask your friends to sign that letter with you. You will be performing an honorable and patriotic act.

ADVANCE NEWS.

SEVERAL Universal Special Attractions are on the carpet waiting to see the light of day on the screen. Following "The Unpainted Woman," in which Mary MacLaren is starred, and which will be more fully alluded to elsewhere in this issue, Mae Murray will be released in "The Big Little Person," a five-reel feature adapted from the novel by Rebecca Hooper Eastman, and directed, as have been all of her productions, by Robert Z. Leonard. In her support will be Alan Sears, Rudolpho De Valentina, Clarissa Selwynne, and Mrs. Bertram Grassby.

Then will come Harry Carey again in "Riders of Vengeance," story by Harrey Carey and Jack Ford, scenario by Eugene B. Lewis, directed by Jack Ford. Harry Carey has a new leading woman in the person of Seena Owen. "Riders of Vengeance" is a story of gambling days in the old West and a wronged man whose vengeance cried out until satisfied.

Priscilla Dean will make her next appearance in a six-reeler called "Pretty Smooth." This is the title chosen for the long awaited Bayard Veiller story which was originally called "The Chatterbox." It has been unanimously voted by all who have been fortunate enough to see the first print that it is by far the best Priscilla Dean feature yet. Francis McDonald plays the lead opposite Miss Dean in this feature.

UNIVERSAL announces the completion of another Special Attraction in which Monroe Salisbury is starred, the title being "The Open Road." The production was directed by Rupert Julian, star and author of "The Fire Flingers," and was taken from the story by the well-known screen author, Bernard McConville. The scenario was prepared by Elliott J. Clawson. An all-star cast was selected for this picture, the cast including many of the best-known screen characters, namely, Rhea Mitchell, Alice Elliott, Sydney Franklin, Marion Skinner, Pat Moore, Alfred Allen and Herschel Mayo.

Monroe Salisbury will be seen now in "The Open Road," as Tony, an Italian immigrant. The scenes of the picture are laid in New York's little Italy of the West.

The BIG THREE News Weeklies

Now on the Majority of the Screens of America

That the BIG THREE have a larger representation on the screens of America is proven by the enormous number of bookings covering every State in the Union. Theatres have come to realize at last that people want news when its new. That's why International releases three weeklies, for no one weekly per week can give you ALL the news when its new. With the huge globe-covering staff of cameramen and news experts your house is insured of all thats new in the world's happenings every week regularly as clockwork.

Along with the three-a-week news pictures that will keep your house miles ahead in all that's up to the minute, you get the famous TAD'S side splitting "INDOOR SPORTS" cartoons that millions read about every day in the year. You have a triple advertising advantage in being able to announce the BIG THREE, with three brand new news weeklies each week. Then you have the added advantage of TAD'S funny cartoons that will bring the crowds. Put your house in the lead by showing the BIG THREE.

Produced by International

NOW BOOKING THRU ALL UNIVERSAL EXCHANGES

BUT---!

No. 238 Straight from the Shoulder Talk By Carl Laemmle, President, Universal Film Manufacturing Company.

Never in all the history of the Universal [and we are about to celebrate our Seventh Anniversary] has our mail been loaded with such fine, fat, juicy compliments as we are now receiving every day!

The whole trade is discussing the improvement in the quality of our product, and is marvelling at the fact that the oldest successful company in the business shows the greatest amount of youthful pep and vigor.

But---

No matter how fine our pictures are, no matter how sensational the improvement has been, you've got to do your part in helping to put them over. You've got to advertise them. You've got to exploit them. You've got to exercise all the ingenuity you possibly

can to make the public want to come to your theatre in preference to any other.

The best picture ever made is mighty likely to flop unless you stiffen up its backbone with proper boosting. Even such a tremendous success as "The Heart of Humanity" must be given strong publicity, just as Tiffany must continue to advertise, just as Steinway pianos and all other high class, leading articles must continue to be advertised if they are to maintain their leadership.

You never made a greater mistake in your life than when you figured that you had such a big picture that you did not need to advertise it.

And if big pictures must be given this life blood, certainly the less important productions must also have a proportionate share of it.

The public discovered BEFORE YOU DID that the name Universal or Jewel stands for guaranteed entertainment. Movie fans in great numbers have written to our exchanges to find out where they can see Universal and Jewel pictures REGULARLY.

Tell them yourself! Cash in on the public demand. Exploit every Universal and Jewel picture. Take some of the money you make on this week's Universal or Jewel picture and turn it into more money by spending it on next week's Jewel or Universal.

The amazingly high percentage of Universal successes is the talk of the trade---BUT---you won't cash in with your patrons unless you let them know what you've got.

JUST SUITS MARY

MARY MacLAREN has been waiting long for just such a production as "The Unpainted Woman." Miss MacLaren has a wide range of talent as an artist, but she has never been more effective than in roles like the one she assumed in "Shoes." "The Unpainted Woman" comes nearer the meridian of her effectiveness than any of her previous productions. The story is by Sinclair Lewis, a well-known author, and it was written especially for Miss MacLaren with a thorough knowledge of her great capacity for creating sympathy. In fact, the entire production might have been written with no other end in view than that of producing situations in which Miss MacLaren could torture the heartstrings of an audience. But so cleverly has this been accomplished with touches of comedy relief and light incident, that one is deeply absorbed in the welfare of this little Swedish servant girl who has the misfortune to fall in love with and marry the son and heir of a socially ambitious family in the Middle West.

The family refuses to take her up, and without any more ado, casts both son and daughter-in-law adrift. The son has no backbone and no initiative, and easily falls into evil ways, dragging the girl with him to the deepest depths of despair. But from this low ebb the story rapidly ascends to brighter and more cheerful tempo, with a due reward to compensate her for her years of faith and striving and a finish which will be very satisfactory to every audience.

All of the criticisms thus far have been extremely flattering. Wid says: "As a popular picture, "The Unpainted Woman" should go very well, for it offers a well-balanced mixture of drama, natural characterizations and enough comedy to get an occasional laugh. You may rely upon your folks taking an interest in the story, and they are certain to be moved by the portrayal of Mary MacLaren, who seldom has had a part more in accord with her talents."

Harrison, in the News, says: "The Unpainted Woman" is another example of what a simple story can do, if, when constructing it, appeal to the best there is in human nature is the main object. There is nothing new or original in it; it is just a page from the human experiences, but the interest it excites is very strong, and the symapthy it awakens for the principal characters, most warm-hearted."

Mae Murray

"What am I Bid?"

McElravy, in The Moving Picture World, says of Mae Murray:

"Her impersonation of Betty Yarnell, an uncouth but fascinating flower of the mountain country, is one of the best things she has done. The production is literally filled with picturesque scenic effects, splendidly photographed. The production is sure to make friends wherever shown."

IT'S A UNIVERSAL SPECIAL ATTRACTION

WE are going to be very frank as to PRISCILLA DEAN. We had nothing to do with making her the hit of the season. She—and the exhibitor—did it all. For which reason you need not look for praise of her from ourselves—we are going to let the Exhibitor advertise her. She was *his* discovery—whatever *he* says, goes! And Harry Pomeroy of the Holman up in Montreal, wires:

> *"Priscilla Dean in 'The Exquisite Thief' played tremendous today in pouring rain. One of the best attractions that have played here for a long time. Turned hundreds away."*

That's all for this time—except to say that her other winners are "The Wildcat of of Paris"—"The Wicked Darling"—and "A Silk-Lined Burglar". Making four clean-ups in four months. Beat it if you can! Beat it to your nearest Universal Exchange.

SURE, HE WAS THERE.

Correcting an Impression That the World's Best Known Cowboy Actor Skipped Frisco.

SAN FRANCISCO takes exception to the statement that Carey's first stop on his tour was Portland, Ore. We have it on the excellent authority of the Universal Exchange manager that his first stop was San Francisco, and that he appeared in twelve theatres in that city and talked to more than 20,000 people in those theatres. Furthermore, out of the twelve theatres, seven showed a Harry Carey picture in connection with the personal appearance. Mr. Carey also impresses upon our mind that this was all arranged on twenty-four hours' notice and the results have been phenomenal from every standpoint, but like many other facts in regard to Carey's personal tour, the sign "Subject to Change Without Notice" played a conspicuous part of his equipment and it has caused cities which were not down on the list originally to appear there and cut out certain cities which were expecting to see him and which were disappointed on account of the difficulty of railroad connections.

Carey is now back in Universal City where he is hard at work on his next three releases, but here is the latest echo of his successful tour.

While Harry was on tour he conceived a grievance against his manager and telegraphed Universal City from Indianapolis as follows: "Manager makes me wear hard-boiled shirts. Don't feel comfortable. Send me my green-checked, purple-striped shirt. Last I saw of it was on Pete Morrison's back. I want it." Pete Morrison, Universal's latest cowboy-actor, was thereupon divested of his cherished shirt.

PERTINENT PERSONALITIES

A NEW use for his newest luxury in studio attire in which he rivals, if not surpasses, the justly-famous Cecil De Mille, has been suggested to Rupert Julian, who is directing Monroe Salisbury in "The Open Road." Julian has become addicted to gorgeous tan riding boots. Recently, while working in the rain at Universal City on the "New York Street" the director was addressed by an Italian kiddie who was playing "atmosphere." "Say, Mister Julian," said the boy, "will yuh tell me where yuh got de classy rubber boots? Foist time I ever seen yaller rubber boots. Do they keep the water out good?"

MARY MacLAREN says there is more rubber around Universal City than along the Congo. The Universal star claims that since visitors have been barred from peregrinating about the studios it is fatal for any player to traverse the brief road between the administration building at "the city," which forms the principal barrier between outside and inside, and the restaurant, for rubber-neck wagons and rubber-necks themselves by the score have taken to camping outside filmland's capital in the hope of securing views of the stars as they enter or emerge from the studio. One sight-seer was so daring as to bribe an office boy to get a note to Miss MacLaren, which read: "I am outside. Will you have an ice-cream soda at the cafeteria with me?"

THE deity who presides at the cigar-stand at Universal City, one Finkenstein by name, who had planned to desert the studio because of the sometime overwhelming majority of feminine over masculine players, has changed his mind and laid in a new stock of wares. Why? Because Allen J. Holubar is back at work. Holubar, who produced "The Heart of Humanity," is an extraordinary smoker among smokers, and he threatens to subsidize the cigar-stand, if necessary.

JOE MARTIN'S hair is turning dark! Universal's $10,000 orang-outang has surprised his histrionic fellows at the studio by growing a new crop of hair. The monk was originally a strawberry blond, or something kin to it, but through hard work, or worry or temperament the valuable animal actor's covering has taken on a new hue. Boy, page the peroxide.

LEE MORAN, of the Lyons-Moran comedy combination, says the world is bound by precedent—and admits he, perforce, is also prohibited from following "the free and natural bent of his desires" by custom. The Universal funster says that comedy has ruined all his headgear but one remaining cap—though he has eight silk tiles! "Now it would suit to a 'T' to wear a high hat in daytime—but 'what would people say!'"

PRISCILLA DEAN, often called by the unthinking "the Photoplay Bolshevik" because of her disregard for screen convention or precedent, has become a "Red." Only in sartorial fashion, however, for the volatile Universal star has startled Los Angeles' picture colony by donning a made-to-specification crimson tam-o'-shanter. The local constabulary are wondering whether the public would stand for suppression of the "tam" as a community menace.

VERA STEADMAN is the second of the famous Keystone beauties to join Universal comedy companies. She is playing opposite Neal Burns in "Happy Returns," a one-reel comic Jack Dillon is directing. Dora Rogers, another Mack Sennett protege, joined the "U" forces last week as leading comedienne in the two-reel Campbell animal comedy, "And the Elephant Still Pursued Her."

Marie Declares Herself

MARIE WALCAMP, the dare-devil of the screen and the star of "The Red Glove," has never yet completed a serial without being injured. This serial is no exception. The dare-devilish Diana has been lying in the hospital at Universal City as a result of an injury which is delaying the completion of the serial by a week at least. The injury occurred while she was wearing the garments of Miss Willa, and not the divided skirt of Billie. From her hospital cot she stated to the World:

"I am for trousers for women."

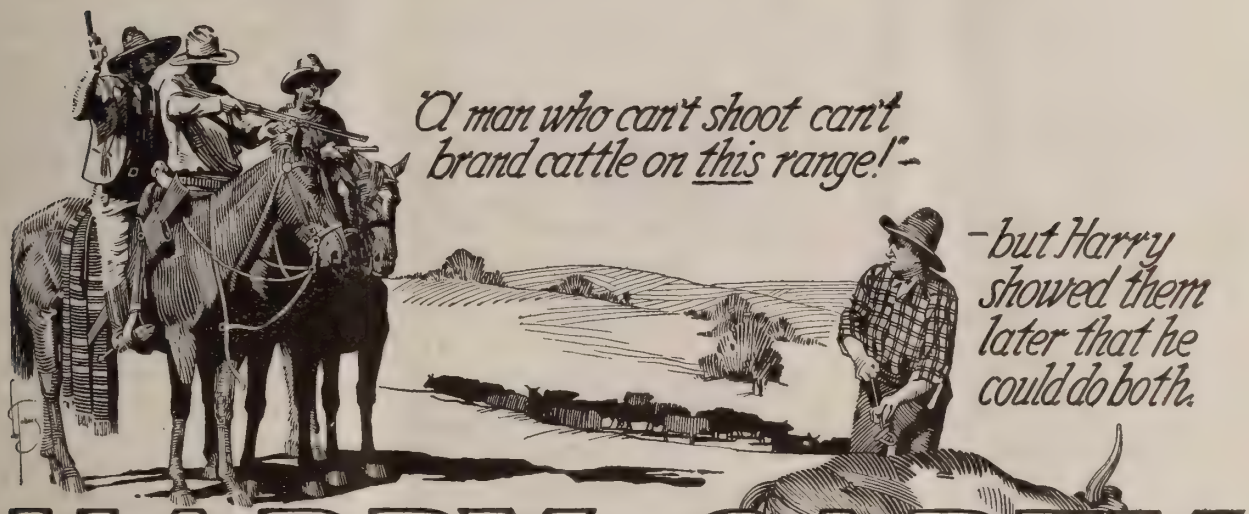
"I first discovered how perfectly lovely trousers are when riding," stated Miss Walcamp, in support of her proposition. "After fashion decreed that we should no longer suffer from those dreadful things known as divided skirts, I wore riding breeches a good portion of the time, both in my work and in my leisure hours, since horse-back riding is one of my favorite pastimes.

"Certainly they are more comfortable, infinitely safer, for they don't trip and catch one; more sanitary, for they don't sweep the car-steps and the sidewalks. They save a great deal of time, for one can walk more rapidly, and they also save energy, for fussing with a skirt is a nuisance.

"None can deny that they are more beautiful, and as for modesty, surely they are as modest as the clinging skirt, which is exactly as revealing without the other graces. Besides, everyone knows a woman has two limbs, as a man has, and that she doesn't end in a tail, like a mermaid, so why be prudish and silly about it.

"The war has brought in many new improvements and I should not be surprised if the women who have seen service and worked in trousers would have the courage to set us a new fashion."

WITH every new picture human HARRY CAREY grows "humaner." Gets a firmer grip on a nation-wide popularity. Digs a little deeper down into people's hearts. Signs up a hundred thousand or so more admirers for life. Produces a more artistic Western. *Makes you more money.* That's the kind of a Star worth showing. Always something new and fresh --always something well done -- always on the right side of the ledger. Here's the three column newspaper ad. Book the picture--use the ad. "BARE FISTS" is a Universal Special Attraction.



HARRY CAREY

IF you can't get out on the range and ride a horse, go see Harry Carey in his new big, whirlwind Western drama —the story of a man who promised his mother he'd never shoot, but had to take his promise back. It's a thriller!

in his Big, New Western Drama,

"BARE FISTS"

NOW PLAYING

Your Theatre Name Here

Publicity for "The Unpainted Woman"

ABOUT THE STAR.

Mary MacLaren, "the American Beauty of the Screen," born in the smoky city of Pittsburgh, blossomed forth into her full beauty and charm under the sunny skies of the Southland.

Though convent reared, she decided, in her early teens, on a stage career. It had always been her mother's ambition when also but a mere slip of a girl, to become a great actress, but parental objection interfered. So Mary, her baby daughter, who had often been told of her mother's secret longing, decided to attain the career which had been denied her parent.

Mary was the first of the MacDonald family—sh! sh! that is her real name—in whose veins flowed the blood of a long line of proud Scots, to brave family traditions and follow her own inclinations toward a career.

Miss MacLaren made her debut behind the footlights in New York.

During the San Francisco Fair she came to California, and during a trip to the Southland was discovered by Lois Weber, Universal's famous woman director, who became enthusiastic over the clear-cut type of American girlhood which Miss MacLaren represented. Lois Weber took her in charge, and almost overnight transformed the unknown girl into a scintillating star of the silver screen.

"Shoes" was the first vehicle in which Miss MacLaren starred. So sympathetic and artistic was her role under Lois Weber's direction that her success as a screen star was assured. "Bread," "A Model"s Confession" and "The Amazing Wife" are some of the successes in which Miss MacLaren has appeared.

"The Unpainted Woman," her latest picture, produced under the direction of Tod Browning, in its leading role depicts most clearly the refreshing American type of heroine, and fulfilling Lois Weber's prediction, is just the character most suited to Mary MacLaren. Beyond question, "The Unpainted Woman" is Miss MacLaren's greatest picture, in that it is also the most realistic and human. It opens at the ..... Theatre .....

If you are a woman who likes initiative, you'll like Mary MacLaren in "The Unpainted Woman," now playing at the ..... Theatre. Her husband dead, thrown upon her own resources, scorned by the people of the little Middle Western town, Gudrun Trygavson defies fate—and wins. "The Unpainted Woman" is a Universal release. Thurston Hall is her leading man.

THE STORY.

A weakling, a pitiful pawn of circumstance, such is Charley Holt, the spoiled scion of small town aristocracy, who in a fit of bravado, marries Gudrun Trygavson, a hired girl. In the veins of the girl flows the proud blood of a line of Vikings, yet she is considered but a menial, far beneath the pale of recognition of Mullinsdale's "best families." For the ostracism to which he is subjected, owing to his hasty marriage, Charley Holt brutally blames Gudrun. He sinks from one degradation to another, until one night he is killed in a drunken brawl.

The dawn brings to Gudrun a new realization of responsibilities — she must alone face the world and support herself and child. Bravely she takes in washing, and with her meager savings makes payment on a small farm, and far out in God's clean country a new Gudrun is born.

A bird of passage — a man who thought he had made his fight and lost—a bum—such is Martin O'Neill —yet through the sweetness and beauty of the soul of Gudrun is rekindled the man's hope and strength and he again loses his fight.—Does he lose?

These are the themes about which "The Unpainted Woman," Mary MacLaren's latest Universal picture is built. The picture is full of heart throbbing, human interest, and is beyond a doubt the best in which Miss MacLaren has yet appeared. It will be seen next ..... at the ..... Theatre.

NOTES.

Mary MacLaren was host to a group of Congressmen at Universal City during the making of "The Unpainted Woman," now showing at the ..... They comprised the Naval Affairs Committee, en tour of the Pacific Coast to inspect the coast defenses. Among them were Carl Vinson, William J. Browning, Fred A. Britten, Frederick G. Hicks and L. P. Padgett, chairman of the committee.

Consummating a series of gripping events, a fire and lynching scene drive home a masterful punch in "The Unpainted Woman," the attraction this week at the ..... Theatre. Mary MacLaren, the Universal star, interprets the leading role in the production. A background of the wheatlands of a great West lends an artistic touch to a picture depicting life from several new angles.

HER IDEAL ROLE.

At last Mary MacLaren has realized her ambition to portray "her kind of a girl."

In a recent interview, Miss MacLaren was quoted as saying: "The kind of a girl I want to portray must be a typical, normal, healthy, American girl—and she must have brains—be wholesome—and just girl.

"Who will write me a story with such a character—something vibrant and emotionally big?"

Sinclair Lewis, the noted short-story writer, has evidently answered that appeal. In "The Unpainted Woman," Mary MacLaren's latest Universal special, which is a screen adaptation of a Lewis story, Gudrun Trygavson, the heroine, is just such a girl as the one of Mary MacLaren's dreams.

Gudrun knows no affectations or wiles; she is not a vampire type, or a girl oppressed by the sins of her past, but just a wholesome, whole-souled girl—a girl whose greatest attributes are loyalty and love of child and home.

As a farmerette she typifies the resourceful American girl who can always find a way in any emergency. Her fortitude and courage make her a truly vital and vibrant character.

"At last I have found my ideal of a heroine," exclaimed Mary MacLaren after she had read the script of "The Unpainted Woman."

Her sympathetic and masterful interpretation of the leading role in the photoplay proves the sincerity of her enthusiasm. See it to-night at the ..... Theatre.

NOTED NAMES IN CAST.

Thurston Hall and David Butler, who appear in leading roles in "The Unpainted Woman," Mary MacLaren's new play at the ..... Theatre, are both former Morosco stars, and come of distinguished stage families.

A stage career of fifteen years had made of Thurston Hall a well-known figure from coast to coast. He has appeared in all the leading cities carrying the leading roles in such popular plays as "Ben Hur," "The Girl in Waiting" and "Salvation Nell." His career includes several seasons with Klaw and Erlanger and the Shuberts before joining Oliver Morosco.

David Butler is the son of Fred Butler, who has for many years prepared Morosco's new plays for presentation.

A Universal Special Attraction

MARY MacLAREN

in

"The Unpainted Woman"

Mary

FEW stories have been more straightforward than "The Unpainted Woman"—few productions more adroitly directed—few dramas so perfectly acted.

With the simple folk of a small farm community for its people, "The Unpainted Woman" unreels a drama which, for realism, strength and depth of feeling, will not soon be forgotten by any audience.

McElravy, in The Moving Picture World, says: "The story is original in conception and unusual in development—firm in its portrayal of rural types and gripping and vivid in its pathetic picture of the heroine's struggles to find happiness."

WID says: "Miss MacLaren never misses an opportunity to exert a human appeal."

That's it—*human appeal!* That's what made "Shoreacres" and "The Old Homestead"—and that's what will make "The Unpainted Woman"—make it one of your biggest successes of the year.

MacLaren

in

"The Unpainted Woman"

A UNIVERSAL SPECIAL ATTRACTION

Five out of Five Famous Critics

GENEVIEVE HARRIS in Chicago Evening Post.
VIRGINIA DALE in Chicago Daily Journal.
W. K. HOLLANDER in Chicago Daily News.
ROB REEL in Chicago Evening American.
MAE TINEE in Chicago Tribune.

Say that

Rupert Julian

Director and Star of

"The FIRE FLINGERS"

is a talented director, acting superbly in a great picture

"With Rupert Julian, the actor, as his star, Rupert Julian, the director, has made the greatest Universal picture of the year."
—*Rob Reel.*

"I prophesy that 'The Fire Flingers' is destined to bring happiness unto its makers. Many theatres will book it."
—*Mae Tinee.*

"Rupert Julian, who plays the dual role and staged the drama, shows up laudably both as director and actor."
—*W. K. Hollander.*

"One of the strongest pictures in years. It has a human appeal. Rupert Julian should be proud."
Virginia Dale.

"Julian differentiates the roles not only in appearance but in personality. His acting is very clever."
—*Genevieve Harris.*

UNIVERSAL SPECIAL ATTRACTIONS

Harry Carey
Mae Murray
Priscilla Dean
Monroe Salisbury

Service Page "The Unpainted Woman"

AT A GLANCE.

SUBJECT—"The Unpainted Woman."
BRAND—Universal Special Attraction.
LENGTH—Six reels.
STAR—Mary MacLaren.
PREVIOUS HITS—"Shoes," "Bread," "The Amazing Wife," "A Model's Confession," etc.
DIRECTED BY Tod Browning.
STORY BY Sinclair Lewis, well-known Saturday Evening Post author.
SCENARIO BY Waldemar Young.
SUPPORTING CAST — Thurston Hall, David Butler, Laura Lavarnie, Fritzie Ridgeway, Willard Louis, Carl Stockdale, Lydia Yeamans Titus and Mickey Moore.
LOCALE—A small town in the Middle West; a wheat farm of the prairie.
TIME—The present.
PHOTOGRAPHER—Allen Siegler.
THUMB-NAIL THEME — The battle of a girl against the forces of society which demanded that once a "hired girl" she should always remain a "hired girl," and how she marries a worthless scion of a well-to-do family, loses him in a drunken brawl, and then finds salvation with a farm of her own and the love of a real man.

Story by Sinclair Lewis.
Directed by Tod Browning.

THE PRINCIPAL PLAYERS.

Gudrun Trygavson	**Mary MacLaren**
Martin O'Neill	**Thurston Hall**
Charley Holt	**David Butler**
Mrs. Holt	**Laura Lavarnie**
Edna	**Fritzie Ridgeway**
Heinie	**Willard Louis**
Pliny	**Carl Stockdale**
Mrs. Hawes	**Lydia Yeamans Titus**
Olaf	**Mickey Moore**

The golden wheatfields of the great West rolling out into the infinite, a yellow wealth of autumnal glory—scenes like this bring "The Unpainted Woman," the newest Universal screen release, right down to nature and natural emotions for its effects. The picture, starring Mary MacLaren, is one of the most enthralling the popular young star has yet appeared in, and her characterization of Gudrun Trygavson, the Viking type heroine, promises to draw big crowds when it is shown next ..... at the ..... Theatre.

Dave Butler, who plays the role of the worthless husband in "The Unpainted Woman," Mary MacLaren's newest Universal production, coming to the ..... Theatre ....., is a son of Fred J. Butler, who has staged the original presentation for a dozen or more of Oliver Morosco's best known spoken dramatic successes. Young Butler was a member of Morosco's Los Angeles stock company before entering the films.

ADVERTISING DISPLAY LINES.

A quadrangle of love, jealousy, devotion and hatred.

A picture that touches the heart-strings.

And so Fate spun the web that captured youth in its blindness—and they were married.

She and her babe waited—but he came not.

Ostracized from his own—he seeks solace with the village derelicts.

Came the twilight—then the dawn of love.

Mary MacLaren's supreme triumph.

See one of the greatest fire scenes ever filmed.

Mary MacLaren and an all-star cast in "The Unpainted Woman" by Sinclair Lewis ,the famous Saturday Evening Post Author.

ADVERTISING PUNCHES.

1—Play up the ever-increasing popularity of the star, Mary MacLaren, whose last picture, "The Amazing Wife," was praised by critics far and wide.

2—Make capital of notable all-star cast, including Thurston Hall, the matinee idol of stage and screen; Lydia Yeamans Titus of vaudeville fame; little Mickey Moore, the kiddie star; Dave Butler, Willard Louis, etc.

3—The superb photographic effects obtained by Director Tod Browning and his cameraman, Allen Siegler.

4—The sensation, melodramatic finish, in which a barn stored with wheat is burned, and where the hero saves the life of his benefactress and her child by dashing through the flames.

5—The fact that the story was written by Sinclair Lewis, whose stories appear in the Saturday Evening Post.

6—Feature the fact that "The Unpainted Woman" was directed by Tod Browning, who was responsible for such previous Universal successes as "The Brazen Beauty," "The Wicked Darling" and "The Exquisite Thief."

7—Let your patrons know of the two trained animals who appear in the picture, a trick frog and a cleverly trained dog.

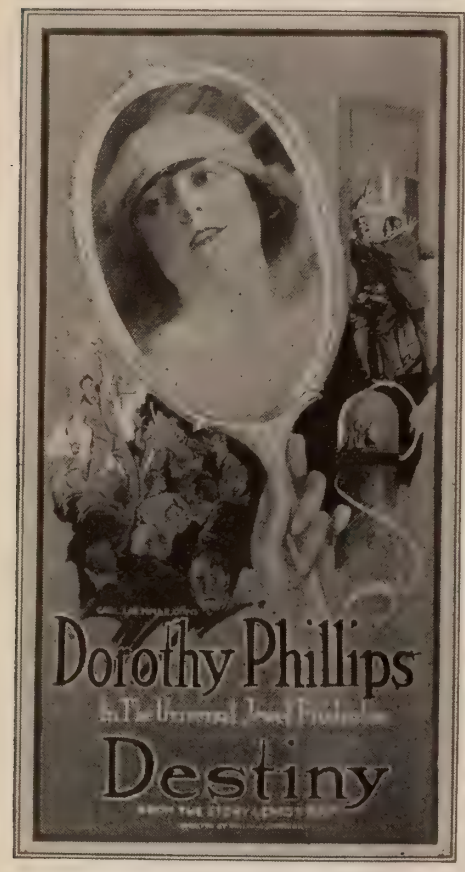
8—The wonderful character development of the shrinking "hired girl" into a princess of the prairie" is worthy of exploitation.

9—The realism with which Director Tod Browning has painted the characters of a small Middle Western village cannot be too highly praised.

10—Appeal to mothers and children by advertising the fact that Mickey Moore, the clever kiddie actor, has a prominent part in the picture.

Building her second romance on the ruins of her first crumbled castles of love, Gudrun Trygavson struggles against odds which all but crush her. How she masters a situation which means the mastery of herself — her heart — and the heart of another, makes a gripping story of "The Unpainted Woman," the latest Mary MacLaren picture, now showing at the ..... Theatre.

Posters and Publicity on the New S



Three-sheet.

FOR THE WEEK PRECEDING THE SHOWING

At the zenith of her career, Dorothy Phillips will be seen at the ..... Theatre ..... in "Destiny," the Jewel feature play produced by Rollin J. Sturgeon. As Mary Burton, the clear-visioned country girl who saves her family from the curse of metropolitanism and ruin, Miss Phillips has one of her most striking roles.

Harry Hilliard and William H. Stowell divide honors in "Destiny," the Jewel production extraordinary, which comes to the ..... Theatre ....., in support of Dorothy Phillips. Miss Phillips is dazzling in the star role, and so much ingenuity and expense were expended in the making of the screen drama that Hilliard, who formerly starred in Fox films, was engaged for an important role, and Stowell, who has become famous as Miss Phillips' leading man, surrendered the role of lover for that of the brother of the star, the dominating male part of the play. Rollin J. Sturgeon directed.

Stanhope Wheatcroft, seen in support of Dorothy Phillips in "Destiny," the Jewel special production which comes to the ..... Theatre ....., is the scion of a famous stage family of Wheatcrofts, and himself was on the boards in the companies of Maude Adams and Warfield.

Walt Whitman, Gertrude Astor, Antrim Short and Stanhope Wheatcroft are a powerful quartet of character actors who will be seen in Dorothy Phillips' support in "Destiny," produced at Universal City by Rollin J. Sturgeon, and to be shown at the ..... Theatre .....

In showing "Destiny," the Jewel picture produced under Rollin J. Sturgeon's direction, the ..... Theatre on ..... will present one of the most unusual filmplays in years. Supporting Dorothy Phillips, the magnetic star of "Destiny," are William H. Stowell and Harry Hilliard, two leading men who are famous in their own right. While Stowell has been Miss Phillips' lead for the past few seasons, Hilliard has been starring in Fox films.

Gertrude Astor, known as the blonde beauty of screendom, has a prominent part in support of Dorothy Phillips in the latter's special Jewel production, "Destiny," which will be screened at the ..... Theatre .....

Antrim Short, noted for his work in "The Yellow Dog," Jewel's expose of Hun propaganda at work in America, will be seen in support of Dorothy Phillips in "Destiny," at the ..... Theatre .....

Twenty-four-sheet of striking design and color.

...el "Destiny"

FOR WEEK OF SHOWING.

SOME remarkably good "kid stuff" is contained in the opening reel of "Destiny," Dorothy Phillips' latest Jewel picture, which is now showing at the .....Theatre. All of the principal characters are shown in their early youth. Antrim Short, the featured player of "The Yellow Dog," doubles for William Stowell, and Tom Ashton plays the boy later portrayed in manhood by Stanhope Wheatcroft. But Dorothy Phillips (who in real life has a child of her own who is four years old) makes a convincing miss in pigtails. Art, thy name is woman!

"Destiny," Dorothy Phillips' first picture since "The Heart of Humanity," which is now showing at the .....Theatre, presents a novelty in screen technique. As in stage plays of the type of "Eyes of Youth" and "Roads of Destiny," parallel lines of action are developed, showing the different results attained through the alternative decisions of a character of a momentous period in life.

Three-sheet.

ON these two pages are printed reproductions of the posters which are issued with the new Jewel, Dorothy Phillips in "Destiny." There are two three-sheets, a twenty-four, a six, and a lithographed one-sheet. There is also a rotogravure one-sheet which is somewhat of a novelty and it cannot be reproduced on this page. All the other posters are in full color and exquisite design.

One-sheet litho.

Six-sheet of Allegorical Nature.

Monroe Salisbury

"in his latest production," says the NEW YORK TELEGRAPH, "has an unusually good vehicle. Mr. Salisbury gives an excellent example of screen acting, supported by an unusually good cast." Adding our description of—

"The Blinding Trail"

we can simply say that Monroe Salisbury does some of his most appealing work in this admirable play, which has never been surpassed for lavishness of winter and snow scenes. Photographed in the upper regions of the wonderful Coast Range mountains of California. It's something new for your theatre, with dazzling scenes in winter and snow effects.

IT'S A UNIVERSAL SPECIAL ATTRACTION

YOU can't give your people too many pictures of their favorite Stars. While you're waiting for us to make new pictures of these nationally popular actors and actresses, play all their past releases. Unless already shown they're just as good as new. Read this list.

"Roped"
"Hell Bent"
"A Fight for Love"

"Vanity Pool"
"The Amazing Wife"

"Smashing Through"

HARRY CAREY

MARY MAC LAREN

HERBERT RAWLINSON

UNIVERSAL SPECIAL ATTRACTIONS

DOROTHY PHILLIPS

MAE MURRAY

PRISCILLA DEAN

"The Mortgaged Wife"
"The Talk of the Town"

"Danger, Go Slow"
"The Bride's Awakening"

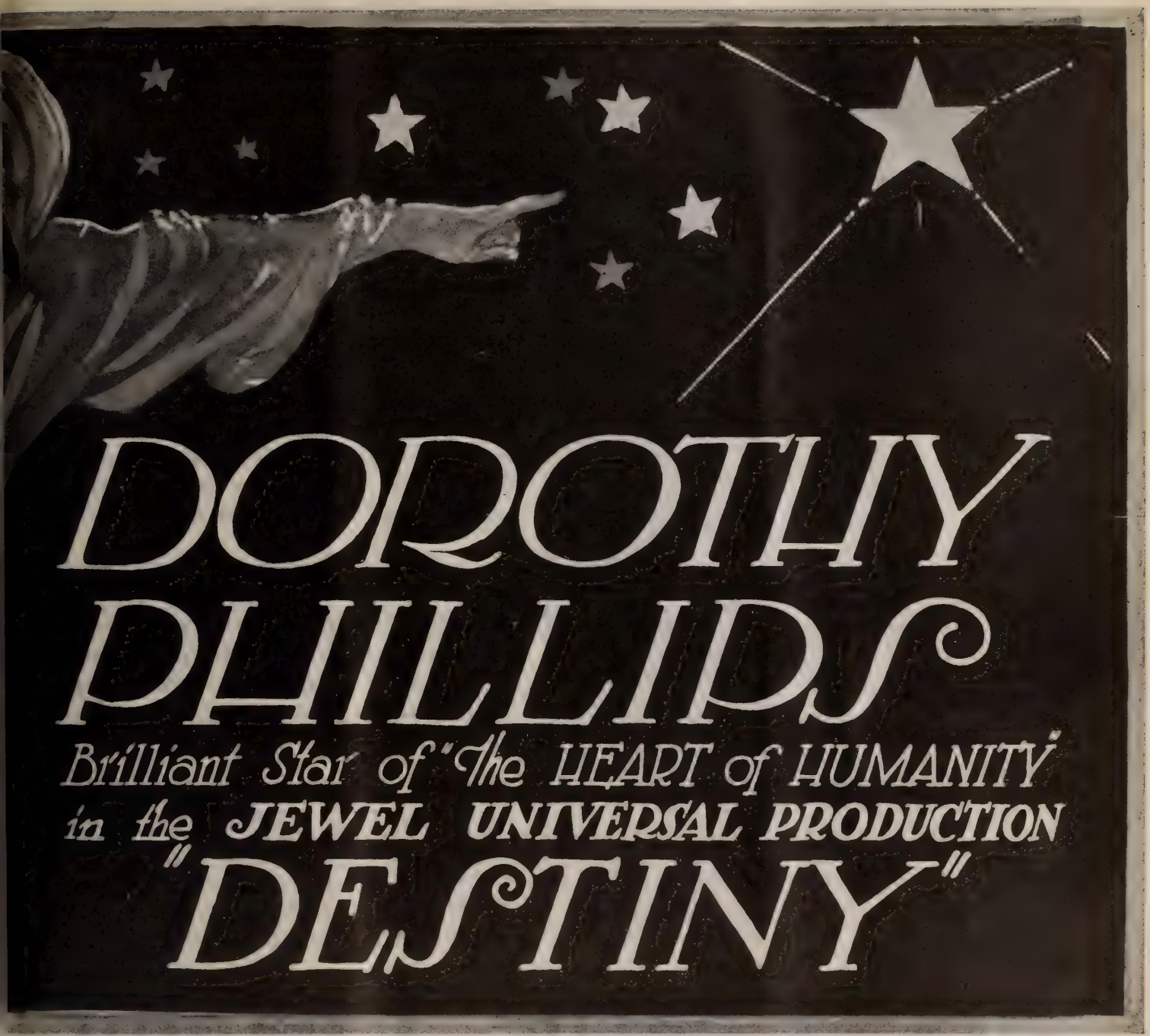
"The Wildcat of Paris"
"The Wicked Darling"
"A Silk-Lined Burglar"

VIEW any one of these productions at your nearest Universal Exchange and you'll realize once more that "the Universal has shown more improvement than any other concern in the picture business." Do this to-day!

Above is a reproduction of the 24-sheet Poster.

WE don't presume to tell any Exhibitor how to run his business, but we can't help pointing out that the Star of this big, new Jewel Production is being seen today in "The Heart of Humanity" by more people than are seeing any other actress on the screen. Dorothy Phillips has become one of the Nation's favorites.

LAY aside, for a moment, the fact that it's a Jewel and a tremendous story—simply weigh the drawing power of Dorothy Phillips' name. Remember your business on "The Heart of Humanity," and you'll agree that Dorothy Phillips is today one of the four great American screen attractions.



The bigger you advertise it, the more you'll net.

THE advertising angles on "DESTINY" are without end. The Title is a magnet. The Posters and Newspaper Advertisements are powerful. Everything bears out the statement that "DESTINY," with Dorothy Phillips, will crowd your house to capacity. Here is something that is not a gamble—it is a sure thing.

RESERVE for Dorothy Phillips in "DESTINY" now. View it at your earliest convenience. You'll find it a real Jewel in everything that makes a great picture. And you'll find "The Heart of Humanity" crowds once more filling your theatre. Get in touch with your nearest Jewel Exchange today.

WHEN Lois Weber produced "WHEN A GIRL LOVES" she established a standard for western pictares that has never been equalled to date.

The popular belief was that a western play simply had to be full of gun play, bar room brawls of the lower type, wild riding and mad shooting.

Lois Weber disproved that theory, for in "WHEN A GIRL LOVES" there is sweetness and charm, contrasted sharply with a bad man forced into goodness by the strangest of strange circumstances.

Human, appealing, and distinctly a Lois Weber picture in every detail—"WHEN A GIRL LOVES" is a great Jewel Production that will play capacity for a run if handled properly.

Mrs. Charlie Chaplin

(Mildred Harris) and WM. STOWELL

in "When A Girl Loves"

JEWEL PRODUCTION

Four Jewel Productions

That are Still Bringing Big Money to Hundreds of Houses

"The Price of a Good Time"
"The Doctor and the Woman"
"FOR HUSBANDS ONLY"
"BORROWED CLOTHES"

IF you haven't played these four Jewel Productions, you are still to enjoy the sensation of four winners, one right after another. All four have gone over big, far bigger than the usual big features go over.

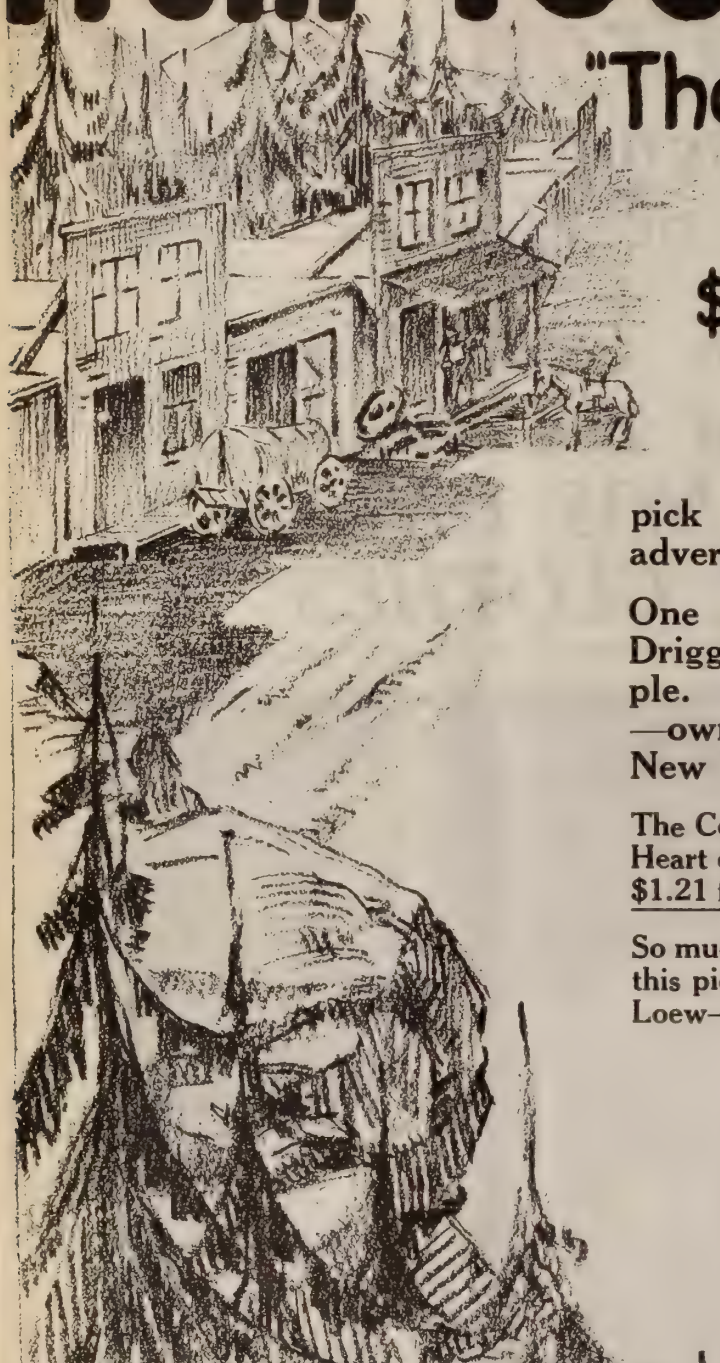
Here are four Jewels that stand out away and above the average costly feature production. Few pictures equal "BORROWED CLOTHES" —"FOR HUSBANDS ONLY" or "THE PRICE OF A GOOD TIME" while "THE DOCTOR AND THE WOMAN" is from the pen of Mary Roberts Rinehart, one of our greatest living authors.

Book all these four productions with the idea of BIG returns.

BOOK Through Any JEWEL EXCHANGE

From 400 Population

"The Heart of Humanity"



$487.00 from 400 people

Out of all our mass of testimonials —out of thousands of letters, telegrams and newspaper opinions we pick just two to make our point in this advertisement.

One comes from the very small town of Driggs, Idaho—a hamlet of only 400 people. The other comes from Marcus Loew —owner of more than seventy theatres— New York's most successful exhibitor.

The Cozy Theatre, in Driggs, took in $486.80 on "The Heart of Humanity" from a population of only 400—or $1.21 for every man, woman and child in the place.

So much for what a small town—a hamlet—can do with this picture. Now read on the other page what Marcus Loew—the big city man—says.

Allen H
Superpi
feat
DOROTHY

"THE HEART

THE PICTURE THAT WILL LIVE FOREVER

to 4,000,000
is sweeping America

Marcus Loew says:

"I cannot refrain from writing you of the most remarkable picture I have ever seen; that is, your picture, 'The Heart of Humanity.'

"It is absolutely breaking records everywhere.

"I have not heard one adverse criticism from all the people who have seen it at our theatres, which run into the millions.

"I can honestly say that I have never seen anything that ever approached it."

Book this picture today. Show it as soon as you can. It will be a long, long time before you can do as well again by your people or yourself.

olubar's
oduction
iring
PHILLIPS

OF HUMANITY"

RELEASED THROUGH "JEWEL" PRODUCTIONS

SYNOPSES OF "THROUGH FIRE AND WATER" AND "TAKING THINGS EASY."

"Through Fire and Water."

"RED GLOVE"—Episode No. 11.

CAST.

Billie ..... Marie Walcamp
The Vulture ..... Leon De La Mothe
Wiley ..... Tom Lingham
Vernon Halstead ..... Truman Van Dyke
Tia Juana ..... Evelyn Selbie
Dan ..... Charles Wells

BILLIE is rescued. The Vulture decides that the Glove must be in the water. He dives and swims to the spot where the taxi went down. Billie sees and also dives. But meanwhile a seagull has snatched the prize and flies away with it. The Vulture is unable to find the Glove. He grabs Billie in his arms and tries to choke her. Billie fights free and swims back to the docks. The Vulture also gives up the search. The seagull drops the Glove on the dock, where it is swept into a can.

Back at the Halsteads, Mrs. Halstead is raising a disturbance about Billie's absence from home. She refuses to have such a girl in the house with her own children. The will gives her control over Billie. In the midst of the argument Mr. Halstead is trying to defend Billie—Billie walks in and asks that they treat her fairly. Wiley has entered unnoticed and as Billie starts out of the room she faces him. Billie goes on to her room and the Halsteads retire to talk it all over. Wiley stops Vernon, saying he has something to ask him. He says that he wants Vernon to watch Billie and report to him. Vernon refuses indignantly until Wiley says: "This check you gave me is forged. You forged North's name. Unless you do as I say, I'll hand the check over to North." Vernon promises to do as Wiley asks. Meanwhile, Billie has tried to phone Tia Juana and has been unable to get any response. After Billie left the cabin with the Glove, Dan has taken Tia Juana and Jose to his sister. Billie is worried over her failure to get an answer on the phone and leaves for the cabin.

Wiley and Vernon start for the cabin after the maid shows Wiley a note from the Vulture saying that the Glove is lost, Tia Juana and Jose are in the cabin on the parkway, and that he will be waiting at his hotel to hear from Wiley.

As Billie enters the empty cabin she hears Wiley and Vernon coming. She crawls up in the chimney of the fireplace. Wiley is sure that Billie is hidden somewhere. Vernon refuses to go any further with helping Wiley until he knows what it is about. Wiley again threatens him with the forged check. Just then Billie drops her hat. Vernon doesn't see it, but Wiley does. He lights a cigarette and throws the lighted match into the paper and kindling in the fireplace. She climbs on up, fighting to keep out of the mounting flames. Wiley starts out of the cabin and Vernon follows him, not understanding why Wiley seems suddenly pleased. Billie climbs out of the chimney and rolls from the roof, dropping to the ground unconscious. Vernon starts to jump from the car, Wiley tries to hold him back, but he gets free and dashes to Billie's assistance. Wiley drives off, returning to the Halstead house. Meanwhile Dan has phoned to tell Billie of having taken Tia Juana and Jose to his sister. The maid takes the message and writes down the phone number which Dan leaves. She tells Wiley, who tells her to call the number, imitate Billie's voice and say that she will come immediately. Wiley starts for the place. He stops at the Vulture's hotel to get him. Meanwhile Dan goes for Billie, and drives up just as Billie and Vernon return to the house. Billie is amazed to hear him say that he just talked with her on the phone. She tells Dan that Wiley must be on his way to Tia Juana's and that he must get there as soon as possible. The three of them race to the tenement building where Dan's sister lives. Tia Juana is worried over Billie's long absense, and she and Jose start downstairs to watch for her and Dan. Wiley and the Vulture drive up. Tia Juana and Jose start out. Tia Juana runs back into the house, pulling Jose after her. Wiley starts up after them when he hears Billie's car coming. He slams the heavy hall door and puts up the chains. Billie and Vernon see that there is no chance to get the door open without atracting a crowd, and Dan calls to them to come to the side of the house, on which is the window of his room. The Vulture and Wiley are trying to batter down the door. Tia Juana pulls furniture across the door, but it gives under the steady blows. Vernon, Dan and Billie start up the fire-escape outside the windows form a human bridge across to Tia Juana's window and swing into the room as Wiley and the Vulture break in. In the fight Tia Juana slips away unmolested. Jose follows. The Vulture grabs Billie, pushes her back out of the window, Billie struggles, is swung over the window ledge and hurled out into space, four stories above the ground.

ABE MARTIN says:

Th' nearest some folks ever come t' gardenin' is diggin' up th' past.

It hain't so bad if your prominent enough t' be criticised.

(From New Screen Magazine.)

"Taking Things Easy."

Lyons-Moran Comedy.

CAST.

Lincoln Little ..... Eddie Lyons
Bunco Bert ..... Lee Moran
Bunco Blondie ..... Juanita Hansen
Cousin Harry ..... Harry Nolan
Sergeant Sniff ..... Fred Gamble
Harry's friends, two dicks, crooks, girl's father, station agent, messenger boy, etc.

LINCOLN LITTLE drives into town, sells his hogs, meets his girl, and decides that the time to get married has arrived. The girl's father has different ideas, the girl is taken home, Little wires his city cousin and follows the wire on the next train, arranging for his girl to come later—a two-section elopement.

Some bunco-steerers who have seen Little's roll of money send word to their pals in the city, and Bunco Bert, their leader, dons a "rube" make-up, in which to meet Little and get his money. The city cousin sends a friend to meet Little, and he mistakes Bunco Bert for the rural one, taking him to the city cousin's home and leaving him to wait for the return of his cousin. This opportunity is used to good advantage by Bert, who robs the house of everything of value. Meanwhile Bunco Blondie, an accomplice of Bert's, meets the real Little and steers him to the den. Bert returns with the swag from the city cousin's home, and Little, overhearing the situation, realizes it, exchanges grips and escapes. On the way to his cousin's house he is arrested as the thief and taken to jail. Bert goes looking for him, and is also jailed, but is released when the city cousin is convinced that he is the real Little. Bert is taken back to the city cousin's home and again robs it. Finally the girl arrives, Little is released and married to her, and the bunco artists are left in handcuffs and remorse.

PETE MORRISON

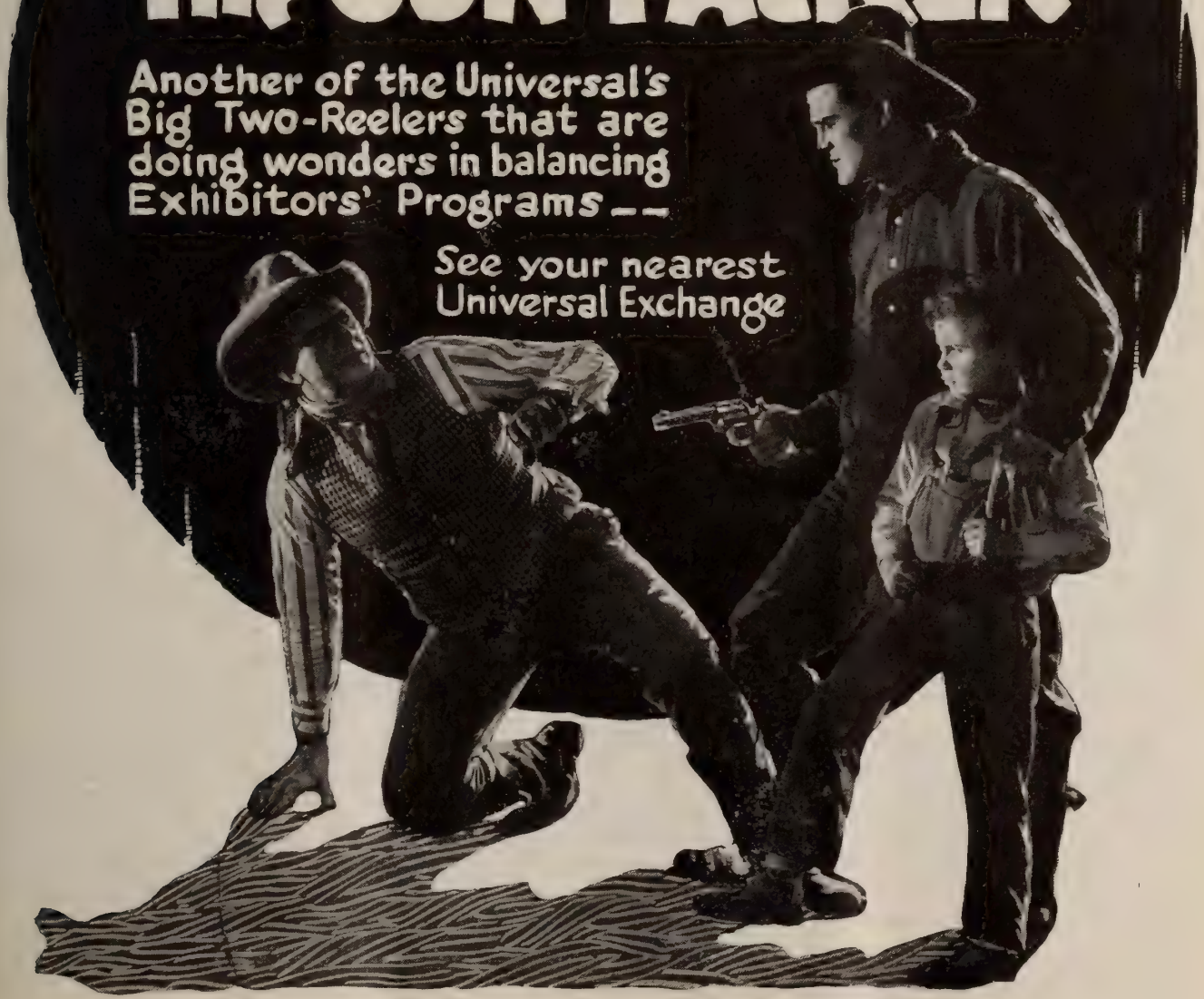
"The Western THUNDERBOLT"

Whose Box Office
Value is increasing by leaps & bounds
IN HIS LATEST 2-REEL WESTERN

"The GUN PACKER"

Another of the Universal's
Big Two-Reelers that are
doing wonders in balancing
Exhibitors' Programs--

See your nearest
Universal Exchange



SYNOPSES OF "THE WILD RIDER," HEARST NEWS, No. 19, CURRENT EVENTS, No. 19, AND "FRISKY LIONS AND WICKED HUSBANDS"

"The Wild Rider."

Eddie Polo-Cyclone Smith Series.

Two-reel Western.

Lane, the sheriff, is lying at death's door, having been shot by the Yuma Kid, a bandit, who is in jail awaiting trial. At Lane's bedside are the doctor, Cyclone Smith and Daisy. The doctor gives little hope of his recovery. Daisy leaves the room for a breath of air.

At Cache Canyon, the Kid's brother and his woman are plotting to effect the Kid's rescue. They decide to try and kidnap Daisy and hold her as a hostage for the Kid's return, and to make doubly sure, arrange to try and release the Kid from the jail.

Lane in his delirium calls for Daisy. When Daisy comes to him he quiets down. The doctor tells them that Lane's life depends on Daisy's presence. Cyclone, wearied with watching over Lane, dozes off. Lane falls asleep. Daisy seizes the opportunity to get a breath of air. The brother beats her dog, which howls. Daisy goes to see why, and disappears.

Lane wakes up and calls for Daisy. Cyclone goes to look for her; she cannot be found. A note comes through the window. It is an offer from the Kid's brother to trade Daisy for the Kid. Cyclone starts for the sheriff's office to persuade the deputy to release the Kid. Silver Tip has gone to the jail, beaten up the deputy and almost effected the Kid's release when Cyclone arrives. A terrific fight ensues.

Cyclone wins out, and forces Tip to release the Kid, so that he can trail him.

Daisy is a captive in the bandits' den, in charge of Kid's woman. The Kid enters the canyon. It is too strongly guarded for Smith to follow. He rides to the top of a cliff, makes a spectacular climb down, overpowers the Kid and gets Daisy. The Kid's woman pleads for the Kid's life, and Cyclone releases him. The Kid immediately double crosses him and notifies his pal.

The doctor is in despair as Lane wildly calls for Daisy. Cyclone starts home with Daisy on one horse. The bandits overtake them. Cyclone hides Daisy, fights the bandits, beats them off; then rides back for Daisy, picks her up without stopping, and arrives home in time for her to soothe Lane and save his life.

Hearst News, No. 19.

Trans-Atlantic Plane Formally Commissioned.—Captain Towers, of the 3rd Naval District, officiates at ceremony making the quartette of NC flyers "ships of the United States Navy."—*Rockaway Beach, N. Y.*

Millions Cheer Great Victory Loan Pageant.—United States Army, in remarkable spectacle, shows what America did to win the war, and suggests that "all dig down."—*New York City.*

Loan Worker Gets Foe Helmet from Marshall. — Vice-President presents trophy to John Poole, chairman of the Local Liberty Loan Committee in recognition of his work.—*Washington, D. C.*

Johnson in Mexico Plans Ring Come-back.—Former world champion pugilist keeps in training at the headquarters of General J. Agurre Campos.—*Mexico City, Mexico.*

Poles Leave France to Fight Bolsheviki.—General Haller, command-in-chief of the Polish army in France, and his staff, leave for Poland to battle the forces of the Russian Reds.—*Paris, France.*

The Newest Yankees (Omitted from New York City, Portland, Seattle, Spokane, San Francisco and Los Angeles prints).—Diving for pennies is one of the principal industries of the Virgin Islands, recently bought from Denmark by Uncle Sam.—*Frederickstead, Virgin Islands.*

Homeward Bound (Omitted from New York City prints).—With cheers and laughter the happy, victorious Yankees board the transports for the rapidly approaching reunion with the loved ones "back there."—*Brest, France.*

"Indoor Sports," Cartoon by "Tad."—"Trading-in the Old Car."

Current Events, No. 19.

"Devil Dogs" Reviewed by Daniels in Germany.—Secretary of the Navy inspects Marines of the Second Division, who fought at Belleau Woods and Chateau Thierry.—*Vallenear-on-the Rhine, Germany.*

Raising Raisins Means Raising Cane (Omitted from Portland, Seattle, Spokane, San Francisco and Los Angeles).—At least it does when the Annual Raisin Festival is held with the carnival and a plentiful sprinkling of pretty girls.—*Fresno, Cal.*

Troops of New Army Leave for Germany.—First 1,000 men of the force that will relieve the lads now on duty along the Rhine, sail on the transport "Agamennon."—*New York City.*

Victory Loan Posters Draw German Crowds.—Playcards posted by American soldiers calling on all loyal Yankees to invest and finish the job are centers of interest to Teutons in occupied districts.—*Coblenz, Germany.*

Archbishop's Investment Brings Noted Clergy.—Impressive ceremonies mark the investiture of the Most Reverend Patrick J. Hayes as Roman Catholic Archbishop of New York.—*New York City.*

Honor Lusitania Dead as Germans Learn Fate.—American flag is hoisted above German ensign on captured UC-97 as wreath is cast upon the waters in memory of lives sacrificed to Teuton savagery.—*New York City.*

Germany Stripped of Power by Peace Terms.—An animated diagram showing the territories in Europe the Teutons are compelled to cede by conditions laid down by the Allies.

Doughboys' Dougnuts Gather Loan "Dough."—The Misses McIntyre, Salvation Army lassies, fry toothsome morsels for bond buyers in Wall Street, where the "dough" comes from—sometimes.—*New York City.*

Yankee Planes Start on Trans-Ocean Flight.—Huge naval flying boats, NC-1, NC-3 and NC-4, take the water on first leg of the journey to Europe via Newfoundland and the Azores.—*Rockaway Beach, N. Y.*

"Frisky Lions and Wicked Husbands."

Century Comedy in Two Reels.

(Copyrighted, 1919, by the L-Ko Motion Picture Ko.)

THE town of Parched City was being reformed. One of the evidences was a she-sheriff named Susie. But Susie had seen Eddie Polo in the pictures and had adopted his pattern of shirt and his inexhaustible revolvers. By looking cross-eyed she could shoot a man standing at right or left angles with the accuracy of a boomerang thrower. Susie's brother was a bold, bad man, although in Susie's hands he was like putty. His gang was always falling afoul of the liquor laws.

The greatest indoor sport in Parched City was going to the express office and calling for shipments of dynamite, T. N. T. and mustard gas, but finally Susie got wise to this game and shot her revolver through every package as it went by the desk. As a glassware exhibit it wasn't worth taking away. Al Cohol called for his shipment. Susie busted the lock with a well-placed shot and out jumped a fee-rocious lion. When the lion got through with the town it was still more parched and not a drop to wet its whistle.

High Class Stories Wanted

¶ The Universal is in the market for high class Stories, Plays, Novels, and Scripts and Ideas that will lend themselves to the filming of extraordinary productions. We want the type of stories that are clean, purposeful, strong, and absorbing from beginning to end.

¶ We want stories that are saturated with dramatic opportunities and possibilities, —that are strictly clean and that will appeal to every class of clientele that theatres are playing to today.

¶ We prefer the modern type of story dealing with things happening in our own every day life. Stories of tensest human interest, the exact type and character of story that you yourself would like to see on the screen, and that you would be glad to pay top prices to see.

¶ Specially preferred are stories with SELLING IDEAS, i. e., stories hingeing on events of timeliness, or on other ideas that will "go big" with the public. The world is founded on ideas, particularly the picture business, thus stories with the "BIG IDEAS" that present extraordinary features with great exploitation and advertising possibilities will be given especial attention. Send your stories, scripts, plays, etc., with the certainty of getting a square deal. We promise you that and more for the right of manuscripts. Address—

UNIVERSAL FILM MFG. CO.

Largest Film Manufacturing Company in the Universe, Carl Laemmle president; 1600 *Broadway, New York*

SYNOPSES OF "TWO MEN OF TINTED BUTTE," INTERNATIONAL NEWS, No. 19 AND NEW SCREEN MAGAZINE, No. 14.

"Two Men of Tinted Butte."

Two-reel Western Drama.

CAST.

The Unknown.....Jack Perrin
The Professor.....Walt Whitman
The Girl.....Patricia Fox

THE sheriff and his posse pursue the "Unknown," a notorious horse thief, who escapes.

Two weeks later in Tinted Butte, Professor Morton is discussing the value of prehistoric bones with Jim Holt, his daughter's suitor, and hears that the American Research Society is willing to pay $80,000 for the skeleton of a dinosaur.

The professor sees an advertisement offering $1,000 reward for the "Unknown." The professor recognizes the photo as that of Jim Holt. Maddened with rage, he awaits Jim's return with a revolver.

Jim is out with Agnes, the girl, when he meets with an accident. A mighty storm rages down the canyon, and Agnes, from a shelter of a cave, sees Jim and their Indian guide swept away by the torrent.

Agnes later staggers home, where she finds the professor waiting for Jim. Morton tells her of his discovery. Agnes tells him she already knew it, but it would have made no difference to her even if Jim had lived, for she loved him.

Jim, however, is not dead. He is lying unconscious in a canyon. As he comes to consciousness he sees bones of a prehistoric animal which have been washed from the bank by the deluge. He recognizes them as those of a dinosaur. He goes to tell the good news to the professor.

As he approaches the house he hears Agnes scream. He drives away two villains who hav attacked her. Then, relieved at Agnes' escape, he folds her in his arms and tells her that he loves her. The professor sees Agnes in Jim's arms. He tears them apart and accuses Jim of being a horse thief. It suddenly dawns on Jim the mistake they are making, and pointing to the advertisement, he explains away the near-tragedy of errors.

Months later the professor turns over the completed skeleton of the dinosaur and receives an $80,000 check as a reward. Jim and Agnes, as they gaze on the skeleton of the prehistoric beast, imagine for a moment that they are back in the days when such animals roamed through the country.

International News,

No. 19.

Lives Endangered by Gas Masks in Industry.—U. S. Bureau of Mines warns that apparatus intended for use on battlefield cannot be used with safety in mining or in fighting fires.—*Pittsburgh, Pa.*

British Rush to be First Across Atlantic (Omitted from Boston and Chicago prints).—Major Wood, whose first attempt at a trans-ocean flight ended in a fall into the Irish Sea, tries out plane built to beat Yankees in the "Jump Off."—*East Church, England.*

Girls Learn to Drill Like Soldier Brothers.—Wellesley College sophomore class forms its insignia on the Campus Hill and then helps boost the Victory Loan.—*Wellesley, Mass.*

In the Public Eye.—Secretary of War Baker arrives at home after a visit to the American Army of Occupation in Germany.—*Hoboken, N. J.*

Which Came first—Chicken or Egg?—Investigation by an International camera reporter at one of the largest chicken farms in the West fails to solve problem that has puzzled philosophers for ages.—*Petalima, Cal.*

Dedicate Boyhood Home of Abraham Lincoln.—Members of Legislature attend formal exercises opening as a State Park the village where the "Great Emancipator" spent his early life.—*Petersburg, Ill.*

Where the Rats Were Trapped (Omitted from Pittsburgh prints).—Exclusive pictures of the sunken British cruiser "Vindictive," blown up in the Harbor of Zeebruge to block the channel against the U-boats.—*Zeebruge, Belgium.*

Nation Greets Heroes of Argonne Forest.—Heroic fighting lads of the 77th Division, taken from every walk of life to face and whip the kaiser's best, march in Victory review before hundreds of thousands.—*New York City.*

Sub-Titles.—"Damn the torpedoes! Go ahead!" said Farragut at New Orleans, and "Damn the machine gun nests!" said the 77th in the Argonne, and they went ahead! The Victory Arch swallows the heroes to pour them forth into the arms of grateful, cheering multitudes. Major General Robert Alexander and his staff lead the marching heroes. Governor Smith, Mayor Hylan and Secretary of War Baker. "Go to hell!" said Whittlesley and "Go to Hell!" echoed the whole 77th Division and to hell the enemy went—defeated, broken, routed. Riding in automobiles the wounded receive the honors that are theirs.

ABE MARTIN says:--

It don't cost as much t' hold up your end if you stay in your class.

You kin never tell what a woman or a country jury is goin' to do.
Beware o' th' person who lets you do all th' talkin'.

(*From New Screen Magazine.*)

New Screen Magazine,

No. 14.

WOULDN'T you love to get real close to your favorite writer and have an intimate chat? Screen Magazine, No. 14, this week gives you a real heart-to-heart talk with the well-known short-story writer, Fannie Hurst. Then, as if we were seated on a magic carpet, we are transported to far-away China, where people do things backwards, shake hands with themselves, and take off their shoes when they enter a house. Then in the twinkling of an eye we are in a theatre on Broadway, where the chorus of Arthur Hammerstein's hit, "Tumble In" shows us some of Milady's modest needs. We are then given some points on the evolution of the gun, and after that are introduced to the South American Ant Eater, an animal so queer that it moves us to rhyme:

"Little drops of water,
Little grains of ants,
Make this mighty creature,
With fringes on his—trousers."

Who ever dreamed that it would be possible to send a photograph from New York to San Francisco by telegraph? Still, fifty years ago, who ever dreamed of the telegraph itself? Another novel picture in this Magazine is a worm's-eye view of the Woolworth Building, and then Mr. Oscar Johnson obliges us with several of his choicest facial spasms, showing us that by practice one can really bite one's nose off to spite one's face. Of course, the Whoozit Weekly has something to say.

DOROTHY PHILLIPS

PRISCILLA DEAN

MONROE SALISBURY

LOIS WEBER

Hundreds of Exhibitors have already taken on the SPECIAL BLUEBIRD Deal

Hundreds of Exhibitors have grasped the SPECIAL BLUEBIRD DEAL, and are going to it with the biggest efforts of their moving picture lives. These men will accomplish bigger things for themselves in the way of money and in the way of entertainment for their patrons than they've ever accomplished since they've been in the picture business.

They are going to give their patrons sixty- seven productions that have been tested in hundreds of other theatres, and that have been found WINNERS. They are going to arouse the interest and eagerness of thousands of people who have heard of these productions, stories, plays, authors, Stars, etc., but who have never seen them.

And they are going to secure these sixty- seven productions on a group-booking SPECIAL DEAL that guarantees an entire season's profits, profits that will be away beyond anything they ever dreamed of in money-making in the picture business; and on the next page we tell you in detail how this will be accomplished.

CARMEL MYERS

HERBERT RAWLINSON

EDITH ROBERTS

RUTH CLIFFORD

ExhibitorS are going to make the biggest Season's Profits they've made in many years

BLUEBIRD has selected sixty-seven out of more than one hundred and fifty pictures, the very cream of over three years releases. These sixty-seven pictures are now offered on a group-booking SPECIAL DEAL on the basis of THE LARGER NUMBER OF PICTURES YOU TAKE THE LOWER THE COST TO YOU PER PICTURE.

That's the whole plan in a nutshell. And just stop and see what that means! Simply means that if you have never shown these BLUEBIRDS in your house, you get sixty-seven pictures for your territory that will draw as big as any of the very latest releases. Pictures, too, that are time-tested and success proven in hundreds of other theatres throughout the country.

Means further that you will be able to do some sensational advertising by announcing for weeks, yes, months, in advance (if you book a large enough number) the entire list of your coming attractions. Enables you to whet the appetite of your people as it has never been done before, never dreamed of before, never possible before, assuring capacity houses for yourself for months in advance.

RUPERT JULIAN

LOUISE LOVELY

VIOLET MERSEREAU

GRACE CUNARD

Sixty-seven Picked BLUE-BIRDS all Proven

Successes as big and as good today as the day they were released

Stop and think for one minute what this would do to any producing concern, if they followed this plan of making more than 150 new feature pictures, eliminating all but sixty-seven, and then booking them to you on the group plan of the larger the number you book, the lower the cost to you per picture. Such a revolutionary plan would put them out of business.

Yet that is what BLUEBIRD now offers you thru this SPECIAL DEAL. Sixty-seven feature releases that, if you have never shown them, are AS GOOD TO YOU AND YOUR PATRONS TODAY AS THE VERY DAY THESE PRODUCTIONS WERE RELEASED, because people don't care about release dates, aren't interesteed when a picture is booked. All they ask for is ENTERTAINMENT, and that's precisely what this plan gives them.

SIXTY-SEVEN wonderful entertainments that have gone over big in hundreds of theatres already. Time tested, proven winners, with a series of prominent Stars, in plays, novels, stories that match up and surpass many of the features that are being released this very minute. Turn now to the next page and see the list of Stars and features. Pick your pictures and wire the list to your nearest BLUEBIRD Exchange. First come, first served in all territories.

MAE MURRAY

FRANKLIN FARNUM

JUANITA HANSEN

FRITZI BRUNETTE

ELLA HALL

MARIE WALCAMP

ZOE RAE

Here's The List

PICK YOUR PICTURES AND WIRE YOUR EXCHANGE.

Dorothy Phillips in
"THE GRAND PASSION"
"BROADWAY LOVE"

Priscilla Dean in
"SHE HIRED A HUSBAND"
"THE BRAZEN BEAUTY"
"WHICH WOMAN?"

Carmel Myers in
"THE LITTLE WHITE SAVAGE"
"WHO WILL MARRY ME?"
"ALL NIGHT"
"A SOCIETY SENSATION"
"THE DREAM LADY"
"THE CITY OF TEARS"
"BROADWAY SCANDAL"
"THE MARRIAGE LIE"
"THE WINE GIRL
"THE GIRL IN THE DARK"
"THE WIFE HE BOUGHT"
"MY UNMARRIED WIFE"
"THE LASH OF POWER"

Juanita Hansen in
"THE SEA FLOWER"

Marie Walcamp in
"TONGUES OF FLAME"

Frank Keenan in
"THE LONG CHANCE"

Lois Weber in
"SCANDAL MONGERS"

Franklyn Farnum in
"THE EMPTY CAB"
"FAST COMPANY"
"THE FIGHTING GRIN"
"$5,000 REWARD"
"THE SCARLET CAR"
"THE WINGED MYSTERY"
"ANYTHING ONCE"
"A STORMY KNIGHT"

Ella Hall in
"A MOTHER'S SECRET"
"MY LITTLE BOY"
"THE SPOTTED LILY"

Francis Ford in
"THE CRAVING"

Rupert Julian in
"MYSTERIOUS MR. TILLER"
"MOTHER O' MINE"

Zoe Rae in
"DANGER WITHIN"

Louise Lovely in
"A RICH MAN'S DARLING"

Mae Murray in
"FACE VALUE"
"PRINCESS VIRTUE"

Fritzi Brunette in
"THE SEALED ENVELOPE"
"THE VELVET HAND"

Herbert Rawlinson in
"BRACE UP"
"THE MAN TRAP"
"FLIRTING WITH DEATH"

Edith Roberts in
"A TASTE OF LIFE"
"SET FREE"
"LOVE SWINDLE"
"THE DECIDING KISS"

Monroe Salisbury in
"THE MILLIONAIRE PIRATE"
"HUGON THE MIGHTY"
"THAT DEVIL BATEESE"
"THE EAGLE"
"WINNER TAKES ALL"
"THE SAVAGE"
"THE DESIRE OF THE MOTH"
"THE GUILT OF SILENCE"
"THE RED, RED HEART"
"HUNGRY EYES"
"HANDS DOWN"

Ruth Clifford in
"THE GAME'S UP"
"THE CABARET GIRL"
"FIRES OF YOUTH"
"THE LURE OF LUXURY"
"MIDNIGHT MADNESS"

Violet Mersereau in
"TOGETHER"
"MORGAN'S RAIDERS"

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10 SPECIAL two-reel productions, featuring the great Polo, that are as big in entertainment value as any of the best five-reel pictures on the market. SPECIAL in story, SPECIAL in direction, SPECIAL in settings—SPECIAL in lighting effects, SPECIAL in tinting and final effects on the screen. Released each week, making the finest 10 week series of this type of production ever filmed. Your nearest Universal Exchange will sign up a contract for these ten picture, which will insure you of ten weeks of capacity business. Being SPECIAL throughout, you are to handle them specially big. Ad props and special paper all prepared for this series.

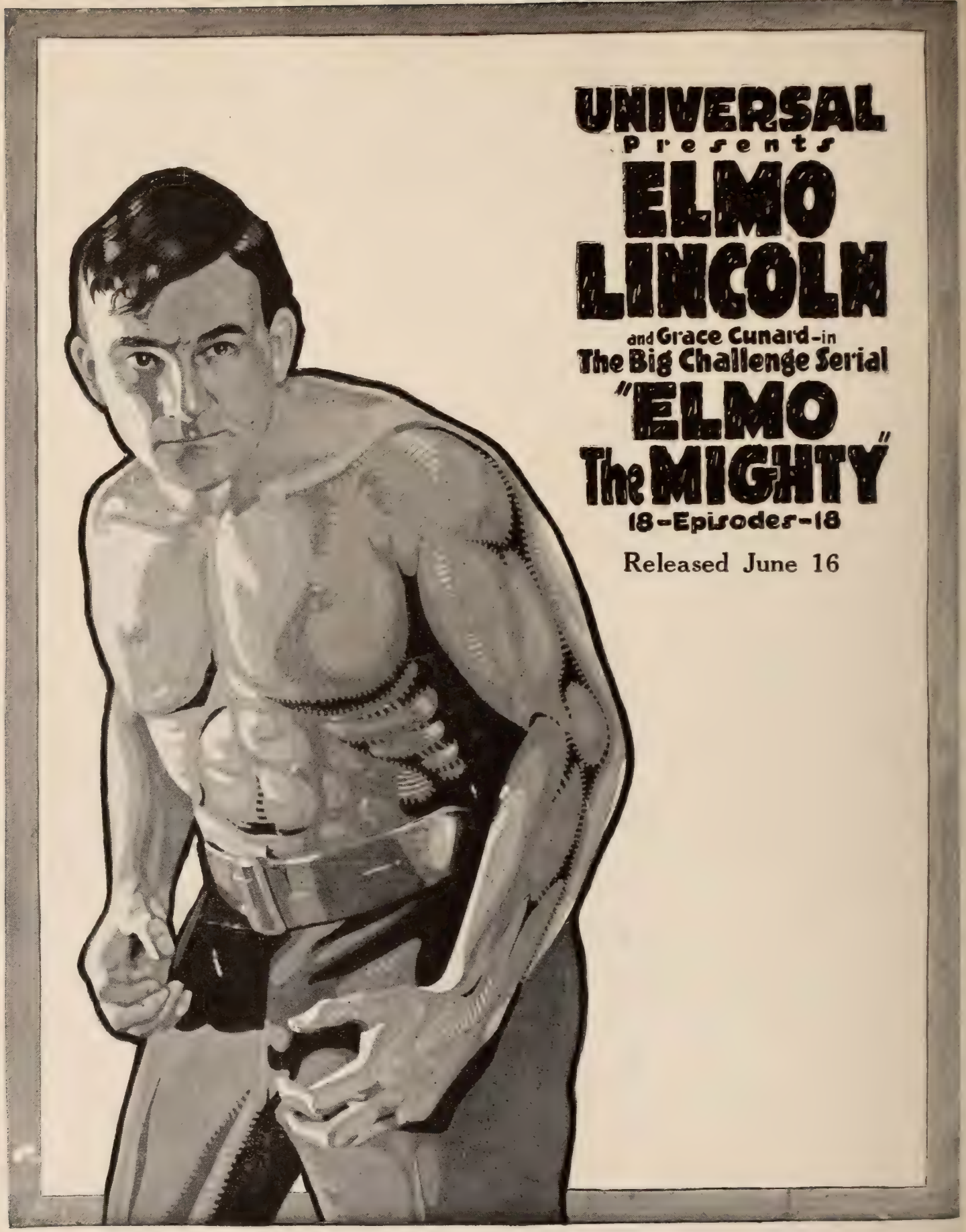
PETER MILNE says, in Motion Picture News: "The plot has refreshing originality—an originality which is a wonderful basis for unusual advertising—it carries through swiftly, is filled with interesting incident, and the comedy situations are scattered generously. The authors of this comedy-drama have done a fine job."

View it without fail at your nearest Universal Exchange.

The Moving Picture Weekly

VOL. 8.-NO. 15

MAY 31ST 1919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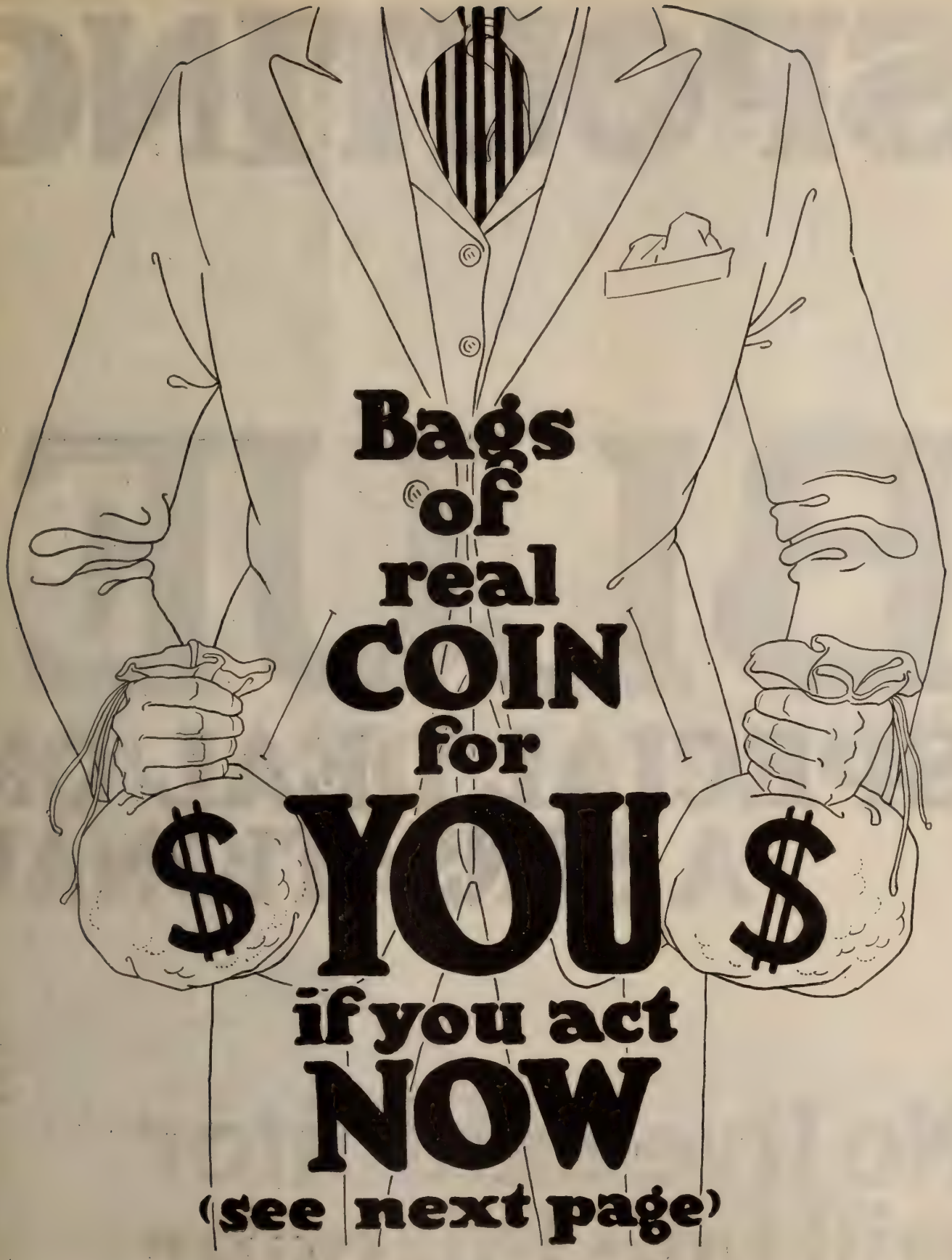
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NOW
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No live Exhibitor will miss this offer

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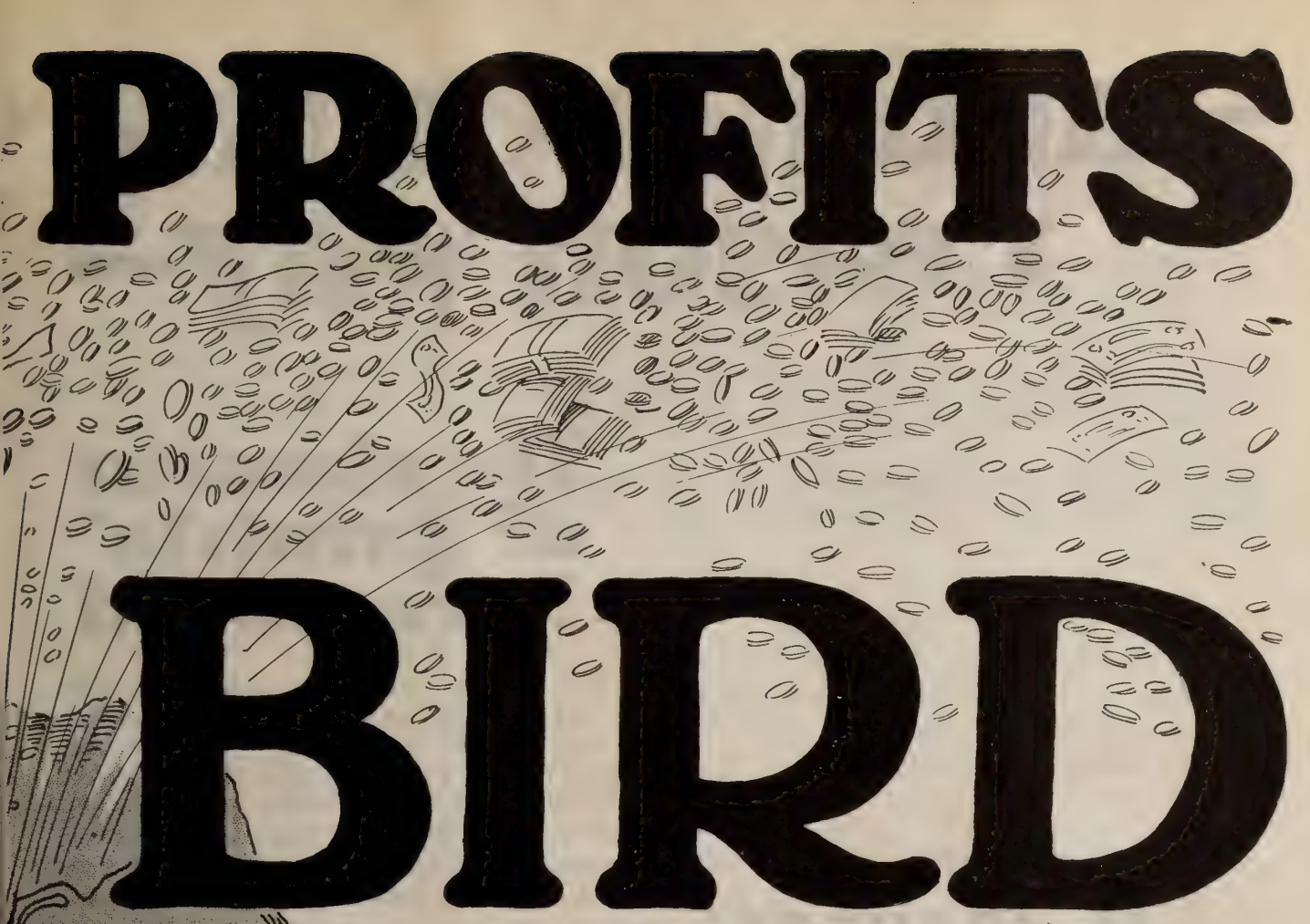

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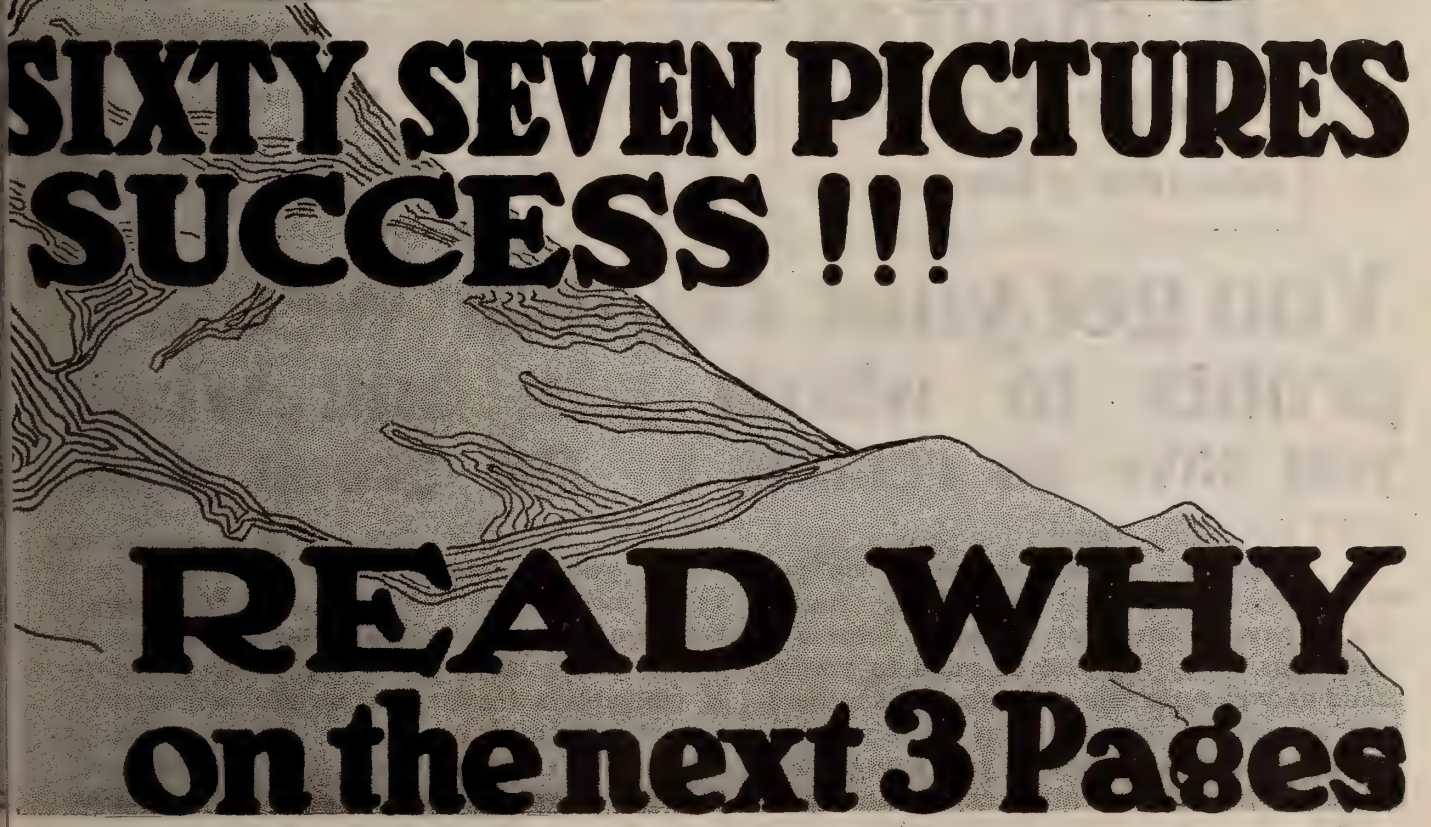
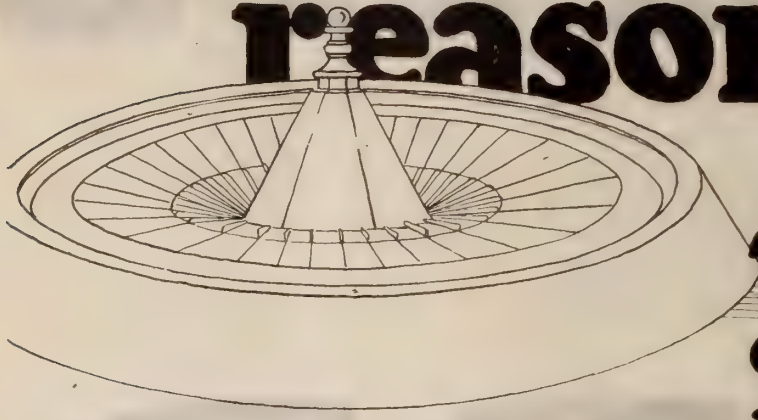
SIXTY SEVEN PICTURES
SUCCESS !!!

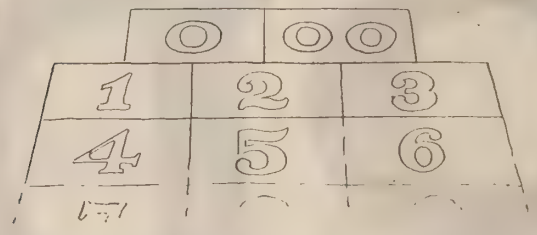


READ WHY
on the next 3 Pages

—and here's the reason why—



The element of "gamble" is removed



It Insures Your Entire season's business

EVER hear of conducting a business with the "gamble" entirely removed. Know of a business, do you, where you take no chances? That's precisely what this SPECIAL BLUEBIRD DEAL guarantees you. It practically GUARANTEES you profits over months of time (more profits, too, than you ever dreamed of) without the chance of a loss.

WHY? Because the more pictures you book from the list of proven winners listed on the last page of this advertisement the lower the cost to you per picture. That means that you get in one group a series of guaranteed productions, pictures that have already made money for hundreds of exhibitors, and—

You get your regular weekly profits to which you add what you save on rentals by the group plan

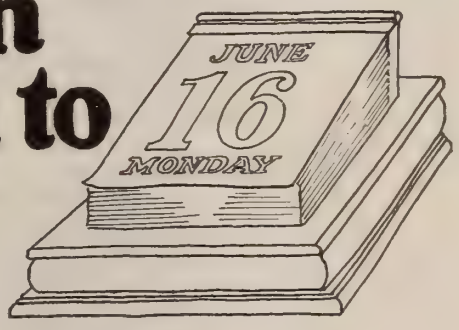
GET that point. Besides the regular weekly profits these pictures will bring you, you add what you save on each picture. And if you've never shown any of these pictures in your house they are just as good to you as brand new pictures released today. You, therefore, are practically getting an entire season's series of new pictures, new to you, new to your house and patrons as rentals that'll amaze you.

WHAT does this mean outside of profits to you? It means that you have the greatest opportunity of your life to get acquainted with the high quality of pictures the Universal is now producing. The talk of the trade today is Universal's tremendous strides in fine pictures. Nobody is turning out a finer product. Here's your chance to prove if for yourself and clean up all season long besides.

A whole Season's list of winners—one right after another without a break

WHEN you look at the wonderful list on the next page you'll see that these 67 splendid Bluebirds are the cream of the cream—not simply those we had in stock, but selected—hand-picked out of our great big flock so as to give you pictures with which you can't fail to pull and to entertain. These 67 Bluebirds are only those whose drawing, entertaining powers have been proven. To do anything less than this would have been to defeat our own object, which is to give you 67 of the best pictures ever made, at prices that will make you a firm friend of Bluebird, Inc., for life and ten years after. Remember—for every picture we offer you here we have discarded a picture. This list might have been over a hundred—when you see it's only 67 you'll see why you can't make a mistake, no matter how many you take. And the more the lower the cost per picture.

Release Dates on pictures proven to be pure "BUNK"



IF you want to prove this for yourself all you have to do is to ask any patron if he or she would like to see Dorothy Phillips in "BROADWAY LOVE"—or Priscilla Dean in "THE BRAZEN BEAUTY." If you haven't shown the picture the answer will be "Yes!"—simply because what the patron wants to see is the Picture and the Star. Patrons hardly know what release dates are. They don't pay you their money for dates—they pay it to you for entertainment—and here you have it—67 of the very best produced.

Look at this List of STARS Stories,-Plays,-etc

PICK YOUR PICTURES AND WIRE YOUR EXCHANGE.

Dorothy Phillips in
"THE GRAND PASSION"
"BROADWAY LOVE"

Priscilla Dean in
"SHE HIRED A HUSBAND"
"THE BRAZEN BEAUTY"
"WHICH WOMAN?"

Carmel Myers in
"THE LITTLE WHITE SAVAGE"
"WHO WILL MARRY ME?"
"ALL NIGHT"
"A SOCIETY SENSATION"
"THE DREAM LADY"
"THE CITY OF TEARS"
"BROADWAY SCANDAL"
"THE MARRIAGE LIE"
"THE WINE GIRL
"THE GIRL IN THE DARK"
"THE WIFE HE BOUGHT"
"MY UNMARRIED WIFE"
"THE LASH OF POWER"

Juanita Hansen in
"THE SEA FLOWER"

Marie Walcamp in
"TONGUES OF FLAME"

Frank Keenan in
"THE LONG CHANCE"

Lois Weber in
"SCANDAL MONGERS"

Franklyn Farnum in
"THE EMPTY CAB"
"FAST COMPANY"
"THE FIGHTING GRIN"
"$5,000 REWARD"
"THE SCARLET CAR"
"THE WINGED MYSTERY"
"ANYTHING ONCE"
"A STORMY KNIGHT"

Ella Hall in
"A MOTHER'S SECRET"
"MY LITTLE BOY"
"THE SPOTTED LILY"

Francis Ford in
"THE CRAVING"

Rupert Julian in
"MYSTERIOUS MR. TILLER"
"MOTHER O' MINE"

Zoe Rae in
"DANGER WITHIN"

Louise Lovely in
"A RICH MAN'S DARLING"

Mae Murray in
"FACE VALUE"
"PRINCESS VIRTUE"

Fritzi Brunette in
"THE SEALED ENVELOPE"
"THE VELVET HAND"

Herbert Rawlinson in
"BRACE UP"
"THE MAN TRAP"
"FLIRTING WITH DEATH"

Edith Roberts in
"A TASTE OF LIFE"
"SET FREE"
"LOVE SWINDLE"
"THE DECIDING KISS"

Monroe Salisbury in
"THE MILLIONAIRE PIRATE"
"HUGON THE MIGHTY"
"THAT DEVIL BATEESE"
"THE EAGLE"
"WINNER TAKES ALL"
"THE SAVAGE"
"THE DESIRE OF THE MOTH"
"THE GUILT OF SILENCE"
"THE RED, RED HEART"
"HUNGRY EYES"
"HANDS DOWN"

Ruth Clifford in
"THE GAME'S UP"
"THE CABARET GIRL"
"FIRES OF YOUTH"
"THE LURE OF LUXURY"
"MIDNIGHT MADNESS"

Violet Mersereau in
"TOGETHER"
"MORGAN'S RAIDERS"

BLUEBIRD Photoplays (Inc.), 1600 Broadway, New York.

Next Polo Serial to be Made Abroad

Company to Film "The Broken Idol" Sails June 7 for Scenes in International Story—Personal Appearances Scheduled

TO send a company of players more than half way round the world and for the company to travel more than 10,000 miles in five different countries to produce the greatest serial picture ever contemplated by any producer is the project set forth this week by Carl Laemmle, president of the Universal Film Company.

The carrying out of this plan sets a new record in the history of serial making. No other producing company in the industry has ever sent such a distinguished group of motion picture players abroad for the filming of a production of this nature. Headed by Eddie Polo, the entire group of persons who will make the trip will leave Universal City for New York on May 24th, and will sail for London, England, according to the present plans, on June 7th. The trip will be made on the White Star steamship "Lapland."

Eddie Polo, Star of "The Broken Irol," International Serial.

This announcement comes from Mr. Laemmle as the result of the statement he issued some time ago, in which he said that serial pictures were increasing in value with the exhibitor and the public. Mr. Laemmle has made an exhaustive study of the serial idea and a few months ago created a separate serial department in the Universal organization. This department consists of four separate companies, the largest organization of its kind in the industry.

Eddie Polo, Universal's serial star, who is known not only in the United States, but in foreign countries as well, has been chosen to play the leading role in the serial which will be made abroad. Polo scored a great success in "The Lure of the Circus," Universal serial, and has recently proven a great drawing card in his series of two-reel Western dramas.

This great serial in which Polo will star will be international in scope and will contain more exciting, different, varied and foreign scenes than have ever been shown in any serial. The tentative title selected is "The Broken Idol," and the story is the outgrowth of an idea of Joe Brandt, in charge of Universal's serial department. No expense is to be spared in the making of the serial and, according to Mr. Laemmle, more than four months time will be necessary in the making of the production.

The story will contain throughout an element of mystery and Polo will be cast as a young and fearless detective who is sent all over the world to solve deep mysteries and capture dangerous criminals.

John P. McGowan will direct this Polo serial as well as playing the leading heavy role. Mr. McGowan was formerly an actor and after entering the screen industry made three trips to Ireland for the Kalem Company, directing the pictures made in that country. He directed Helen Holmes in the famous railroad serial, as well as the serials, "Girl and the Game," "Lass of the Lumberlands," "Diamond Runners," and the "Lost Express." Since having been associated with the Universal Company he has directed the serials, "The Lure of the Circus," "The Lion's Claw," and the recently completed Marie Walcamp success, "The Red Glove." James Wilkinson, who has worked with Mr. McGowan since his first railroad serial, will be assistant director and chief film editor. Nancy Dare, who under the name of Peggy Aarup, has been in many screen successes, will be the leading woman in the serial, and Jean Perkins, who doubles as cameraman and daredevil stunt actor, will be the assistant cameraman and supervise the making of thrills. Virgil Miller, who filmed "The Lure of the Circus" and 'The Red Glove," will be chief cameraman. Ernest W. Smith will be the chief property man, and Earl O. Miller will act as chief electrician. Hope Loring, author, and continuity writer for "The Lure of the Circus" and "The Red Glove," will go on the trip as continuity writer for "The Broken Idol." Earl W. Kramer, of the New York Universal Exchange, will accompany the party as business manager.

The opening episodes of the serial were taken in the West, several of the scenes being taken at the mammoth cattle round-up at Kingman, Arizona, and other scenes have been taken on the Catalina Islands. Tom Lingham, Leon De La Mothe, and Alfred Allen, who have been starred in recent serials produced by Universal, have participated in the episodes taken in the West.

Upon their arrival in New York several scenes will be made there, and Director McGowan is planning upon using many of the stage and screen stars of the east in the New York scenes.

The foreign scenes of the serial will be laid in Ireland, Scotland, England and France. It has been planned to obtain the services of many of the well-known European stage and screen stars in many of the scenes, and the extras in the different episodes will be selected from the natives and people living in the country in which the episodes are filmed. This is to be made one of the big points of the

(*Continued on page* 34.)

Without Whiskers

No. 239 Straight from the Shoulder Talk By Carl Laemmle, President, Universal Film Manufacturing Company.

If I had whiskers, this would be the time to stroke them reflectively and indulge in reminiscences because of the fact that the Universal is seven years old.

If I had whiskers, I could bore you to death about what happened in the so-called "good old days of the fillum business."

But there are no whiskers in my wardrobe. The Universal doesn't live in the past. Any man who tries it only proves that he is a dead one. I wouldn't go back to the "good old days of the business" for anything on earth, because the pictures of the good old days were jokes, and the methods of the men who made the pictures were even worse.

The only reason why the Universal calls your special attention to the fact that it is Seven Years Young is because it won't do you any harm to remember every year or so that if there never had been any Universal the average exhibitor would have been in one heluva

fix long before this. Outside of that one little thing you can forget the seven years.

But the NOW and the FUTURE are the two things that count.

There are no whiskers on Universal pictures NOW and we don't intend to grow a crop in the future. We have demonstrated in the past year that WE KNOW WHAT THE EXHIBITOR MUST HAVE and we know that EXHIBITORS OF UNIVERSAL PICTURES ARE NETTING MORE PROFIT THAN OTHER EXHIBITORS ARE NETTING.

The thing that makes me feel bully after seven years of trying is the knowledge that the whole trade is awakening to the fact that there has been a greater improvement in the quality of the Universal product than anyone else has shown. Of course we have been kiddingly told that there was room for improvement. AND THERE WAS. The fact that we realized it and MADE the improvement is all that really counts NOW and in the future.

So we hope you'll feel disposed to join us in celebrating our birthday. If you have not used Universal pictures for a long time, now is a good time to try them out. It would be a handsome joke on you if you found out you could make more profit with Universal pictures than you've been making with something else.

Wouldn't it be odd if you found that YOU are the one who has been growing so many whiskers that you hadn't kept track of what was going on in the producing business?

Universal pictures are easily the most reliable on the market to-day. If you haven't found it out yet, get a clean shave and come to our party.

THE MOVING PICTURE WEEKLY

A MAGAZINE FOR MOTION PICTURE EXHIBITORS

Published Weekly by the MOVING PICTURE WEEKLY PUB. CO.
1600 BROADWAY, NEW YORK CITY

PAUL GULICK, *Editor* JOE BRANDT, *Bus. Mgr*

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Vol. 8 MAY 31, 1919 No. 15

UNIVERSAL FALL PLANS

Carl Laemmle Announces the Greatest Year in the Universal's History as Eighth Year Begins.

AS Universal approaches the conclusion of the most successful year in its career, it not only celebrates its Seventh Anniversary as the oldest producing firm in the industry, but at the same time it announces its new policy for the ensuing season.

Long before next Fall, Universal Exchanges will be in possession of new productions to be shown to exhibitors. The exhibitor, consequently, who obtains his pictures from Universal will not only buy as heretofore under Universal's famous fundamental open booking policy, but, in addition, will be able to see what he purchases far in advance of the time for the showing of the productions he thus books.

This is a distinctly new departure. It is in keeping, however, with Universal's established custom of rendering maximum assistance and protection to the exhibitor in purchasing wares for his theatre and his patrons.

Among the great productions which Universal will be able to screen for the exhibitor will be the famous Stage Women's War Relief series of great stage star pictures. As has previously been announced, there are twelve remarkable two-reel productions in this series, bringing together for the first time in the history of the Motion Picture Industry so illustrious a group of actors and actresses of both the speaking stage and the screen. In the first picture of this series, for example, appears David Belasco, seen thus for the first time playing a role since he became famous as America's greatest producer and manager.

Famous Stars Appear.

Among the other famous footlight favorites in the casts of these pictures—all of them two-reel productions—are: Bruce McRae, Kathleen Nesbitt, Violet Heming, Maclyn Arbuckle, Shelley Hull, Phoebe Foster, Robert Edeson, Montague Love, William Courtenay, Thos. A. Wise, Nance O'Neill, Mathilde Cottrelly, Henry Miller, Ethel Intropodi, Blanche Bates, Hilda Spong, Cyril Maude, David Bispham, Percy Haswell, Julia Dean, Yvette Guilbert, Mabel Taliafarro, Blanche Yurka, Jane Grey, Gail Kane, Tyrone Power, Galli-Curci, Holbrook Blynn, Otis Skinner, Daniel Frohman, and others equally prominent, whose names are familiar throughout the country—East and West, North and South.

This brings together for the first time an aggregation of players such as never before has been assembled in a single series of productions for the screen. It is the realization of the dream of both the producer and the exhibitor. All these plays, moreover—comedies and dramas—are by famous playwrights and scenarists, such, for instance as Frederick A. Kummer,

(*Continued on page* 34.)

ANNIVERSARY
(JUNE)

OF course you know the Universal is going to celebrate its seventh birthday and that we are going to celebrate it for a month—the month of June. Everybody knows that. Our object in alluding to it on this page, editorially, is to invite you as an exhibitor of motion pictures to participate. You will have an invitation from your exchange. But Mr. Laemmle himself invites you (see page 8).

We want you to make this your party as well as ours. The word party has a magic sound to most people. If you make this your party, too, and invite the public, you will be certain to profit by it. Everyone likes to come to a party. Why should film fans be different from anybody else? Certainly they will come. Invite them and see.

Your exchange has invitation posters already prepared for you and a big list of birthday films which you can show. Those of you who have shown Universal pictures will certainly be proud to show them during the birthday celebration. Those of you who have not, may take it from us that the world is talking about the Universal Birthday Party, and will want to see what Universal has to offer. So, you see, every exhibitor should celebrate with us. You are invited.

MEMORIAL DAY.

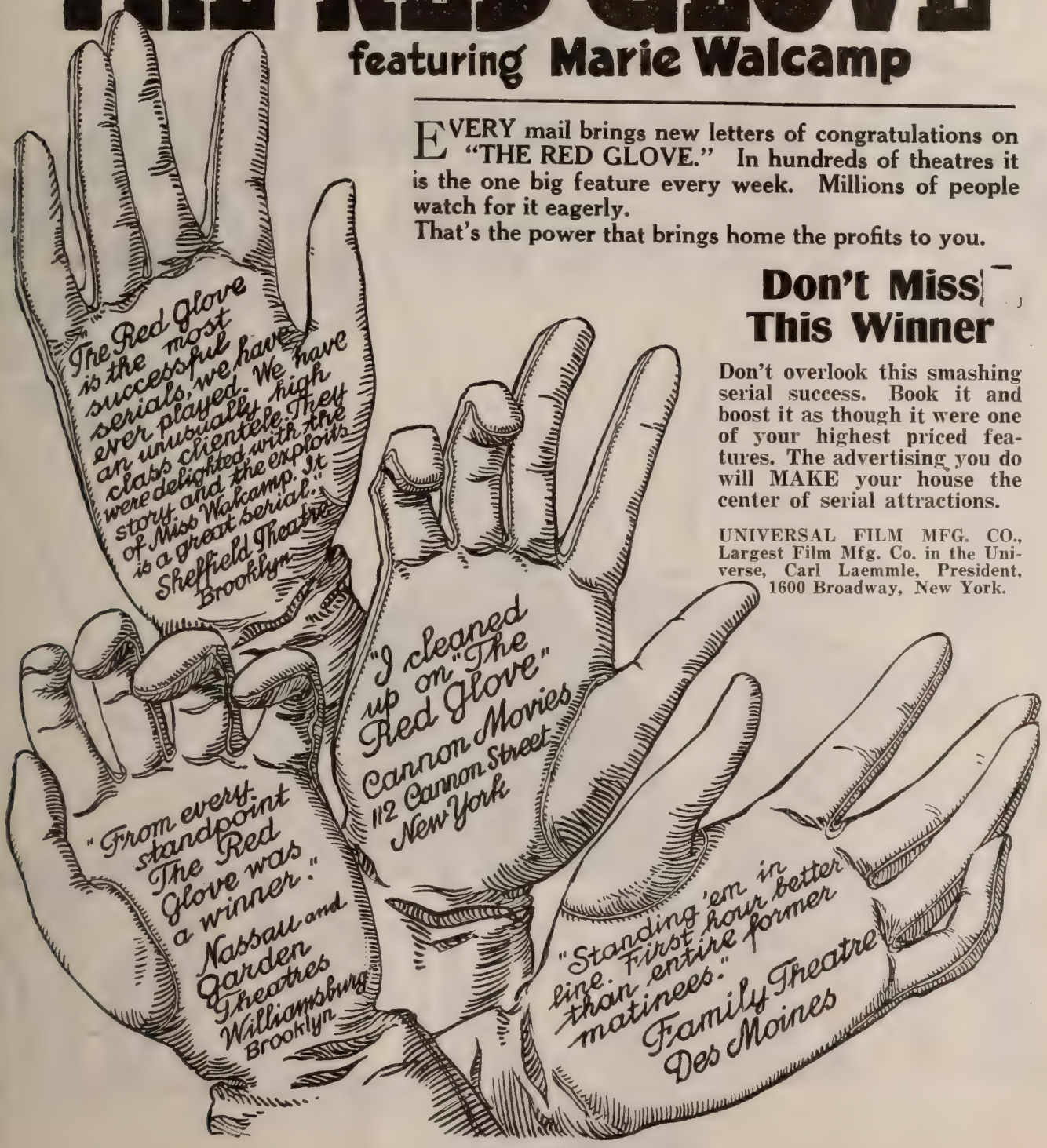
WE never saw a Memorial Day since this annual occasion was inaugurated in 1868 on the suggestion of the daughter of Gen. Logan, which we approach with more reverence and thankfulness. The great war has brought Memorial Day close to us all. In the fervor of our remembrance of all that young America has wrought in this war, let us not forget the deep appreciation we feel for the rapidly thinning ranks of the Grand Army of the Republic. Put them at the "right of the line." When you have a Memorial Day celebration in your theatre, remember the boys of '61 first.

UNIVERSAL ANNIVERSARY
(JUNE)

A Chorus of Praise for "THE RED GLOVE"

featuring Marie Walcamp

EVERY mail brings new letters of congratulations on "THE RED GLOVE." In hundreds of theatres it is the one big feature every week. Millions of people watch for it eagerly.
That's the power that brings home the profits to you.


"The Red Glove is the most successful serials we have ever played. We have an unusually high class clientele. They were delighted with the story and the exploits of Miss Walcamp. It is a great serial."
Sheffield Theatre
Brooklyn
"I cleaned up on "The Red Glove"
Cannon Movies
112 Cannon Street
New York
"From every standpoint The Red Glove was a winner."
Nassau and Garden Theatres
Williamsburg
Brooklyn
"Standing 'em in line. First hour better than entire former matinees."
Family Theatre
Des Moines

Don't Miss This Winner

Don't overlook this smashing serial success. Book it and boost it as though it were one of your highest priced features. The advertising you do will MAKE your house the center of serial attractions.

UNIVERSAL FILM MFG. CO., Largest Film Mfg. Co. in the Universe, Carl Laemmle, President, 1600 Broadway, New York.

Your Three

HEARST NEWS
INTER NATIONAL NEWS
UNIVERSAL CURRENT EVENTS
PLAY

"Aces"

Breaking all Booking Records

THE BIG THREE are the three winning "Aces" for hundreds of leading theatres throughout the country. Instead of showing but one news weekly, once a week, these hundreds of theatres have begun to realize that people want more news weeklies and have found the immediate solution in UNIVERSAL CURRENT EVENTS—INTERNATIONAL NEWS—and HEARST NEWS, the mighty three that bring you all the world's latest news 3 times a week. And the extra attraction of the famous "TAD'S" "Indoor Sports" without extra cost.

DOMINATE your territory with the Big Three as these hundreds of other first-run theatres are now doing.

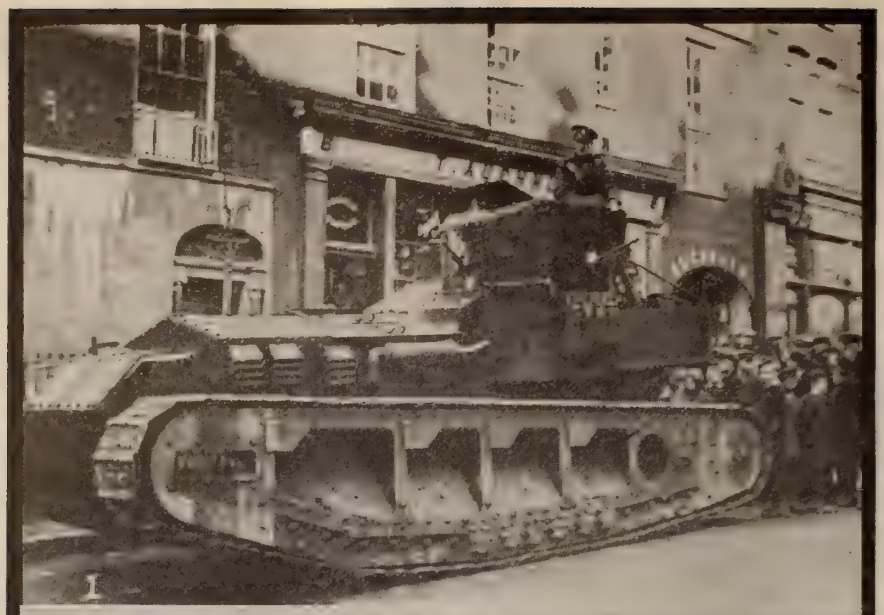
Produced by INTERNATIONAL

Now booking thru all Universal exchanges

Them and Win

The World on

NEWS PHOTOS FROM HEARST NEWS, AND I EV



1—*British tank patrolling the streets of Limerick, Ireland, in anticipation of a war-like demonstration by the populace on the arrival of Frank T. Walsh, ex-Governor Dunne and Michael F. Ryan, representing the Irish-American societies, who seek a hearing on Ireland's wrongs.*—Universal Current Evens.

2—*Naval dirigible C-5 starting on its adventurous trans-Atlantic flight, which terminated by breaking loose from its moorings at St. Johns, N. F. She is doubtless a total loss somewhere in the Atlantic.*—Universal Current Events.

3—*Mayor Ole Hanson speaking on the last day of the Liberty Loan drive in Victory Way, New York City.*—Hearst News.

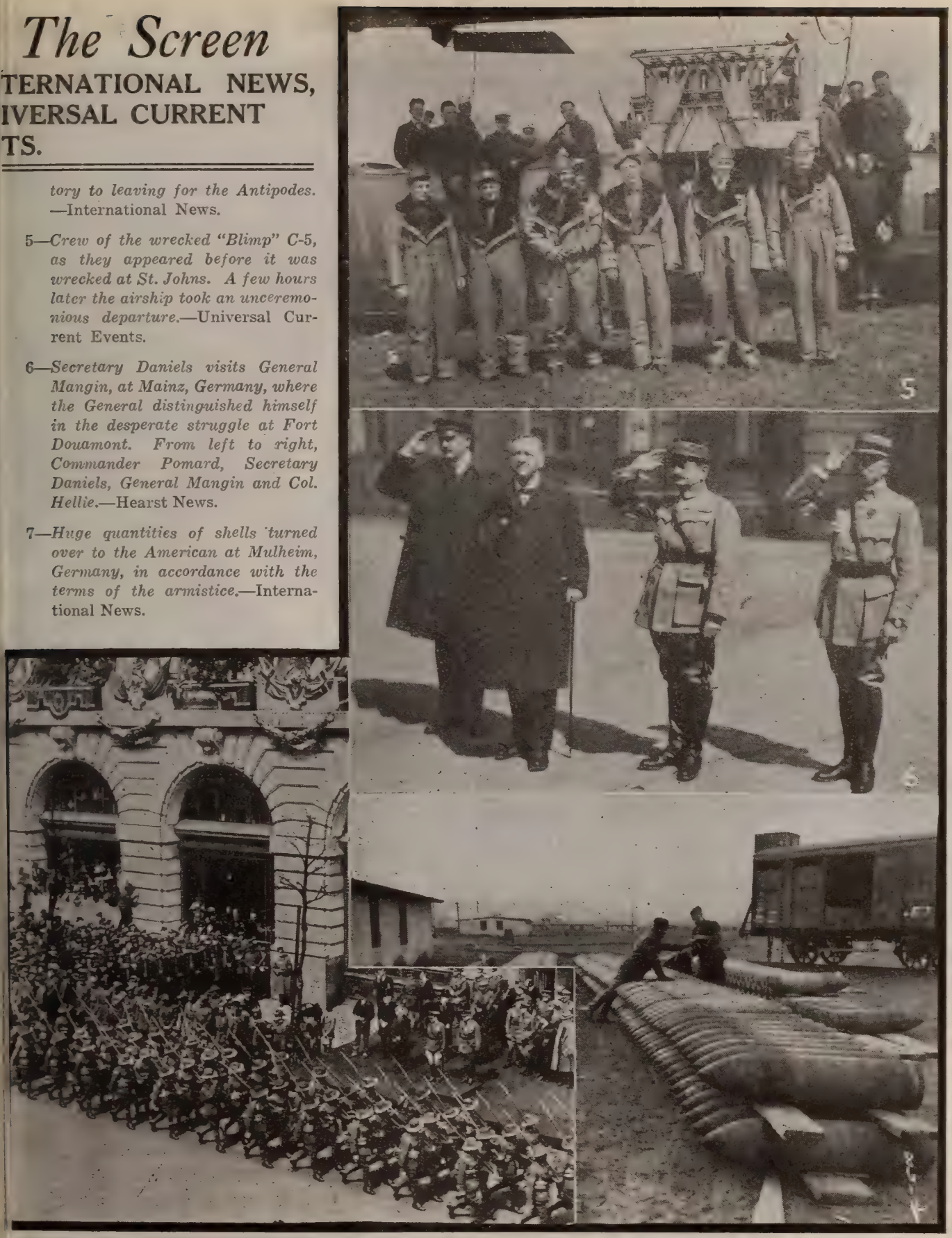
4—*Victorious Anzacks march for the last time through London prepara-*

tory to leaving for the Antipodes. —International News.

5—*Crew of the wrecked "Blimp" C-5, as they appeared before it was wrecked at St. Johns. A few hours later the airship took an unceremonious departure.*—Universal Current Events.

6—*Secretary Daniels visits General Mangin, at Mainz, Germany, where the General distinguished himself in the desperate struggle at Fort Douamont. From left to right, Commander Pomard, Secretary Daniels, General Mangin and Col. Hellie.*—Hearst News.

7—*Huge quantities of shells turned over to the American at Mulheim, Germany, in accordance with the terms of the armistice.*—International News.



(This is a Reproduction of the Big Twent

Of "The Fire Flingers"—The Chicago Herald-Examiner said:

"The Fire Flingers," at the Casino this week, is as good as its name. The picture has tang-tingle, action and mystery. It is modern, quick and nifty, and if George Cohan had put words to it, it might prove another "Seven Keys To Bald Pate." Swift staccato punches trail each other throughout, and it's sure to give you a temperature of 105°.

IT'S A UNIVERSAL

Four Sheet Stand on "The Fire Flingers")

CARL LAEMMLE OFFERS
RUPERT
JULIAN
S OWN DIRECTION IN THE UNIVERSAL PRODUCTION EXTRAORDINARY
STORY by Wm. J. NEIDIG IN THE SATURDAY EVENING POST. . . .
FLINGERS

And The Chicago Daily News—said:

"A delectable drama"—dealing with a mistaken identity. Rupert Julian, who plays the dual role and staged the drama, shows up laudably both as Director and actor. It certainly affords an interesting hour and ten minutes at the Casino. Review—"The Fire Flingers" at your Universal Exchange. Seeing it means booking and boosting it.

SPECIAL ATTRACTION

Help Yourself to this Money by Suggesting New Ideas

CASH for ideas—if they are what we want, and no limit to what we'll spend if your ideas are winners. We are making the NEW SCREEN MAGAZINE the snappiest, cleverest, most fascinating animated reel for picture theatres, vaudeville houses and amusement resorts ever filmed. No expense is being spared, and no limit placed on the efforts of our entire staff to give exhibitors the greatest single reel of drawing power week after week.

It is already a going favorite in hundreds and hundreds of houses, and the list is growing hourly.

Exhibitors are eager for a balance to their programs. The NEW SCREEN MAGAZINE gives that needed balance and creates a clientele all of its own every week.

So send us your ideas. Tell us what you have already filmed or your ideas. Tell your exhibitor friends who may have ideas they might like to see in fascinating pictures. If you aren't showing the NEW SCREEN MAGAZINE every week you're missing one of the biggest and best bets in the film business.

See this release right now at your nearest Universal Exchange.

ART
SCIENCE
INVENTIONS
TRICK PHOTOGRAPHY
DANCING
TRAVEL TRIPS
COOKING
HEALTH HINTS
PHYSICAL CULTURE
EVERYTHING THAT'S NEW AND CLEVER

It's Universal Anniversary month.

UNIVERSAL FILM MFG. CO.,
Largest Film Mfg. Co. in the Universe, Carl Laemmle, Pres.,
1600 Broadway, New York.

"YOU-YOU-YOU"!!!

—"When Mae Murray gets her temper roused, she's a little holy terror, and that's what she is in "WHAT AM I BID?" her latest Universal Special Attraction. No more picturesque locations nor finer bits of photography have ever been shown on the screen, and Miss Murray's charming impersonation of the little orphan registers with telling effect. Of—

MAE MURRAY in "WHAT AM I BID"

Harrison, of the Motion Picture News, said—"The one thing about this picture is that it holds the interest all the way through. If your patrons are lovers of nature they will hugely enjoy this picture." Everybody loves nature, and to that hitch on Miss Murray's splendid acting and you've an ideal combination. See this production at your nearest Universal Exchange.

IT'S A UNIVERSAL SPECIAL ATTRACTION

Publicity for "THE BIG LITTLE PERSON"

DANCING TO SUCCESS.

There is nothing in the training that a dancer receives which makes her peculiarly suited for motion picture work, at least that is the edict given out by Miss Mae Murray, star of "The Big Little Person," a Universal attraction that is being shown at the ..... Theatre this week.

Miss Murray ought to know whereof she speaks. After leaping nimbly into fame as a Broadway solo dancer, the petite star followed this success shortly with triumph equally as secure as a screen artist.

There is no question, however about the fact that the training is invaluable if one is called upon to do pictures where dancing scenes are required. This is an inevitable conclusion, even Miss Murray admits. Had she not spent hours and hours of training in the terpsichorean art before the Follies claimed her as one of their own, Miss Murray would not have been able to carry the role of the agile little cabaret dancer in "The Delicious Little Devil," a comedy drama recently released by Universal.

MOVIE INVENTORS POPULAR.

A role that is satisfying from the spectator's point of view has been given Allan Sears in "The Big Little Person," a recent Universal release, now showing at the ..... Theatre, with Mae Murray as star.

Mr. Sears assumes the personage in the picture of Gerald Staples, an inventor-musician, who perfects a wonderful little device to make his deaf friend hear. The friend, a school teacher, whom scarlet fever has deprived of her hearing, is played by Miss Murray.

The part of the inventor is one that is particularly pleasing to Mr. Sears. There is a subtle something about an inventor that draws the sympathy of the audience at once. Mr. Sears recognized this well known fact, and has made the most of a part in which he had the presumed sympathy of his spectators even before the making of the picture was begun.

In support of Mae Murray, star of the Universal's latest release, "The Big Little Person," to be shown at the ..... Theatre next week is Rudolpho de Valentina, who plays the part of the faithless lover. Mr. Valentina was also an important member of the cast in "The Delicious Little Devil," Miss Murray's late comedy drama. Allan Sears plays Gerald Staples, a young inventor.

SHE MISSED THE CHILDREN.

It happened in New York when Mae Murray and her director-husband, Robert Z. Leonard, were on their honeymoon. There was a deluge of reporters, of course, such being the penalty of fame. Even honeymoons cease to be exclusive when the principals concerned are famous.

"And how do you like being back in New York again?" they were asked for the fifth time.

Miss Murray flashed one of those irresistible smiles that everyone has learned to associate with her.

"We just love it," she exclaimed impulsively. "We're having such a wonderful time and we are so happy—but,"—and there was a wistful break in her voice—"we do so miss the children."

"The children!" exclaimed the reporter. It seemed the atmosphere had suddenly become charged with electricity.

"Why, yes," continued Miss Murray, "it was so hard to leave them; but we just couldn't induce all their fathers and mothers to allow them to come along with us."

And the children in question proved to be all the little studio children who appeared with Miss Murray in her latest Universal picture, "The Big Little Person," which was directed by her husband, and which is being shown at the ..... Theatre this week.

REBECCA EASTMAN'S BOOK NEW PHOTOPLAY.

The story of "The Big Little Person," the latest Universal release, which is now being shown at the ..... Theatre, with Mae Murray as the star, was adapted from the book of the same name written by Rebecca Hooper Eastman. The adaptation was handled by Bess Meredyth. Followers of motion pictures are usually interested not only in the stars but in the other persons who share in the success of a meritorious picture.

Included in the list of names of those whose ability is reflected in "The Big Little Person" are those of Allen Siegler, who photographed the piece, and J. B. d'Usseau, originator of the settings. Just so a mere husband may be mentioned as being rather more than a looker-on in the production of this play, it will be of interest to motion picture "fans" to know that Robert Z. Leonard, Miss Murray's husband, directed it.

CAN YOU BEAT IT?

"Every motion picture admirer has his own idea of the process, mechanical or otherwise, that is necessary to make 'screen tears,'" said Mae Murray, leading lady in "The Big Little Person," a Universal attraction now showing at the ..... Theatre.

"I wish to assure all my admirers," said Miss Murray, smiling sweetly at her director-husband, Robert Z. Leonard, during their recent visit to some of the loved spots on Broadway which Miss Murray's infancy knew, "that when they pay real money to watch me shed a few tears, they may be certain of getting strictly fresh and geuine goods. Weeping and dancing are not so dissimilar as one might think," continued the little star. "Each requires a motive from which the action springs."

"I danced because there was something within my soul that demanded expression through the medium of graceful and agile steps. I weep—sometimes—in pictures, I mean, because my mean old director makes me do it."

As an instance of how deeply Miss Murray allows her mood to sink when filming pictures that demand bitter or sweet tears, it is said that during the making of one of her former pictures where the star had to cry for a husband who was supposedly dying out West, the little actress felt her imaginary sorrow so keenly that she wept for fully half an hour after the scene was filmed—wept for a husband that never existed.

A FORTY FOOT DROP.

It is one thing to leap lightly into fame as a dancer on the theatre circuits of Broadway in Li'l Old Noo Yawk, but it is quite another thing to enhance one's success by daring leaps into space from speeding locomotives and broken theatre swings.

Yet those very things have been accomplished successfully by Miss Mae Murray, star of "The Big Little Person," a Universal attraction, now showing at the ..... Theatre. Before Miss Murray went into pictures she used to make old Broadway gasp at her light and nimble cavortings on the stage boards, but she also made her director-husband, Robert Z. Leonard, shudder when she proved to him by demonstration that one can safely jump through the steel girders of a bridge from a speeding locomotive into the water forty feet below.

Mae MURRAY

"The BIG LITTLE PERSON"

MacMurray in

"The Big Little Person"

THE BIG LITTLE PERSON" says the Morning Telegraph, "is an appealing romance that gives Mae Murray opportunity to enact a role that is going to charm her admirers—a pretty characterization embellished by an attractively staged fairy tale." And Mae Murray is not the only "little person" in this perfectly delightful play, for there are many close-ups of some of the cutest children who ever went before a camera.

MAE MURRAY never fails to please for the reason that her plays are always *surprises* —always with a new twist, or distinctive settings, or fresh, unhackneyed humor, or delightful fancies in situations and costuming—generally, with *all* of these things to aid a personality which is one of the most engaging before the public today. View her at your nearest Universal Exchange in "The Big Little Person" and you'll see a picture that will charm 99½% of your audiences.

Something for Everybody

A VERY favorable point for you in Universal Special Attractions is the distinctiveness of each production. Each picture is different from every other picture in type of Story and type of Acting, yet every one is the best that experienced artistry can produce today. For this reason Universal Special Attractions come closer to pleasing all of your audience than any other group of productions. Look through the list below. View the pictures—all of them. There is something here for everybody.

HARRY CAREY

"Hell Bent"
"Roped"
"A Fight for Love"
"Bare Fists"

MARY MACLAREN

"The Amazing Wife"
"The Unpainted Woman"

PRISCILLA DEAN

"The Wildcat of Paris"
"The Wicked Darling"
"A Silk-Lined Burglar"
"The Exquisite Thief"

MONROE SALISBURY

"The Light of Victory"
"The Blinding Trail"

UNIVERSAL SPECIAL ATTRACTIONS

Service Page for "The Big LittlePerson"

AT A GLANCE.

SUBJECT—"The Big Little Person."

LENGTH—Five reels.

STAR—Mae Murray.

PREVIOUS HITS—"The Delicious Little Devil," "Her Body In Bond," "The Bride's Awakening," "Face Value," etc.

DIRECTED BY Robert Z. Leonard.

ADAPTED FROM NOVEL BY Rebecca Hooper Eastman.
SCENARIO BY Bess Meredyth.

SUPPORTING CAST — Allan Sears, Clarissa Selwynne, Mrs. Bertram Grassby, M. Rodolpho de Valentina.

LOCALE—A city. The office of an ear specialist. The office of an inventor.

TIME—Now.

THUMB-NAIL THEME—Arathea Manning is told by a great specialist that she is incurably deaf. The man she loves drifts away. His love is not great enough to stand the test of affliction. Arathea meets an inventor who has perfected a device to alleviate deafness. She does not realize that she loves him until the man she first loved announced his engagement to another woman. Arathea faints, falling and striking her head on a chair.

Story by Rebecca Hooper Eastman.
Directed by Robert Z. Leonard.

Arathea Manning.....Mae Murray
Mrs. Manning.....Clarissa Selwynne
Arthur Endicott,
M. Rodolpho De Valentina
Gerald Staples.....Allen Sears

FOR THE HERALD.

Arathea Manning's love for the sound of childish voices robbed her of her precious hearing.

She bore alone the crushing verdict of the best ear specialist in the world that her affliction was incurable.

Added to her burden of deafness was the knowledge, growing day by day, that her lover was ashamed of her affliction—that he was afraid he would lose his voice by shouting, and more yet, that the suicide of Arathea's father would in some way discolor his own previous name.

And then, through the good offices of the kindly doctor, she meets an inventor whose sympathetic genius has found an outlet in perfecting a machine to enable the deaf to hear.

With a hand that trembles with a new emotion, the inventor places to Arathea's ear the wonderful little device that brings the world of sound back to her.

Then during an ecstatic visit to her former school she is robbed of her new-found happiness by the petulant rage of a spoiled child. Once more she is forced to find solace in the homely philosophy of the Kant Wear-out Man.

In the months that follow Arathea becomes secretary of the Auriphone Manufacturing Company, where her faithless lover visits her at the office of the company, hears from the lips of the inventor the truth that he is responsible for his fiancee's deafness. Ashamed when the truth is brought him, the lover makes promises that one frivolous Daisy Perkins prevents his keeping.

His insipid love changes to cold-heartedness on one occasion, and an unsuspected brutality of his nature is, after all, the means by which the girl's hearing is brought to her once more. She hears in reality and not in dreams, the singing of elfin children in the unfinished fairy story.

This appealing story is brought to a soul-satisfying conclusion by Mae Murray, Universal screen star, and her able cast, in "The Big Little Person," which will be seen at the ..... Theatre ..... The production was directed by Robert Z. Leonard.

ADVERTISING PUNCHES.

1—Production of the picture under direction of Miss Murray's husband.
2—The versatility of the actress in her transition from the dancing part in her comedy, "The Delicious Little Devil," to a patient sufferer as the deaf little school teacher.
3—The cold-heartedness of Arthur Endicott, lover of Arathea Manning, when he discovers her affliction is likely to be permanent.
4—How his brutality is directly the cause of her hearing being restored.
5—Her love of childish voices was the means by which her hearing was taken from her.
6—The appealing schoolroom scenes, in which Miss Manning presides as goddess of the globe and pointer.
7—The wonderful fairy tale Miss Manning tells her little ock, about the beautiful princess whose lover deserts her after a wicked witch had turned the princess's ears to stone.
8—The touching scene in which a peevish girl in a tantrum throws to the floor the little machine that connects her former teacher to the world of sound.
9—The gripping scene in which the inventor-musician tries to make Miss Manning hear the music that tells of his love for her.

ADVERTISING DISPLAY LINES

Her hearing was her greatest treasure, but it was taken away by an ironical fate.

Deaf ears are easily attuned to the call of true love.

He uttered a curse into the wonderful little machine that connected with her world.

Childish voices would come to her even when her ears failed to respond to physical sounds.

The first crushing blow of her girlhood came when dear old dad was found dead clutching a revolver.

It's Got The Whole Family Goin'

"THE LURE OF THE CIRCUS" has the whole family goin'—yes, it has thousands of families goin' in all sections of the country, and Exhibitors are cleaning up with this serial as a result. In many parts of the country Exhibitors are conducting "serial parties" and are standing the crowds out in line by the very novelty of the idea and the effectiveness of the serial itself.

Eddie Polo in "The LURE

Still packing 'em in every week as regular as clock work in hundreds of Picture Houses

We have had serials before that "held out" for months and months, but we've never produced a serial that, for sheer box-office power, equaled this one, featuring the great Polo. As high as the third showing in the same town, in towns as small as 10,000, is some record. "THE LURE OF THE CIRCUS" has established that record, and is still packing them in. Why turn away from sure fire success serials such as this? The money's right on the surface for you. Reach out and get it. It's yours.

CONSULT YOUR NEAREST
UNIVERSAL
EXCHANGE

of the CIRCUS"

MONROE SALISBURY

—and brilliant ALL STAR Cast in one of the most lavish snow pictures the screen has seen in many years. A story of the utter selfishness of a beautiful young society girl in contrast with the wholesomeness and humaness of our rugged North American timbermen.

—Of—

"THE BLINDING TRAIL"

GORDON TRENT, in his review of Monroe Salisbury in "THE BLINDING TRAIL," says: "This production has more human-interest than the average production under the classification of the story of the big out doors. A truly appealing story by John B. Clymer and Stuart Paton, ably directed by Paul Powell."

ITS A UNIVERSAL SPECIAL ATTRACTION

A PICTURE that they haven't seen is just as good as new for entertainment and drawing power and you can't give them too many of the stars they like.

MARY MAC LAREN

—IN—

"THE MODEL'S CONFESSION"
"BREAD"
"VANITY POOL"

HARRY CAREY

—IN—

"THREE MOUNTED MEN"
"HELL BENT"

A PROVEN success, six months old, is better than many a new release with only words behind it.

DOROTHY PHILLIPS

—IN—

"THE TALK OF THE TOWN"

"THE MORTGAGED WIFE"

UNIVERSAL SPECIAL ATTRACTION

"SMASHING THROUGH"

HERBERT RAWLINSON

IF your audiences like variety in their pictures you can find it for them in this big list of successful plays, every one an artistic triumph and every one a money-maker.

MAE MURRAY

—IN—

"THE BRIDE'S AWAKENING"
"DANGER, GO SLOW"

PRISCILLA DEAN

—IN—

"THE WILDCAT OF PARIS"
"THE WICKED DARLING"
"A SILK-LINED BURGLAR"

THE more of these pictures that you view the sooner you'll see new ways to make money.

Priscilla

"The Wildcat of Paris"

The wonderful drama of Latin Quarter life, in which the Meteor of the Screen made her first tremendous hit. A house-packer in every city it has played in and going just as strong as on the day of its release. Show it—and give your people the season's most brilliant star.

"The Wicked Darling"

She came from the gutter, and would have ended in the gutter but for an inspiring word from a thoroughbred. And then the thoroughbred himself went down and out, and it was her turn to save him—and her own soul and happiness as well. The kind of picture that makes you crazy to climb right into the screen and take a hand in the fight. We'll bet our bottom dollar that you won't find a single soul in your audience who won't love this play.

Dean

The Meteor of the Pictures

"A Silk-Lined Burglar"

A mystery with a punch and a kick and a throb in it —the story of a daring girl who does something for her country which the Government itself is afraid to do. Not a crook play, but it has you guessing and gasping every minute. Don't miss it.

"The Exquisite Thief"

A picture that's as clean cut and sparkling as a diamond—full of life, full of action, full of breath-stopping suspense. If you mixed into the action of this you might have to go to jail, but—as Virginia Dale says, in the Chicago Daily Journal—"I know of no one I'd follow to the jaws of a jail quicker than Priscilla Dean." This is the latest Priscilla Dean release. Show this one sure—then run the others. You won't find any better acted, better directed, better staged pictures in the whole world today.

Mrs. Charlie Chaplin

Mildred Harris in

LOIS WEBER'S

WESTERN MASTER-PLAY

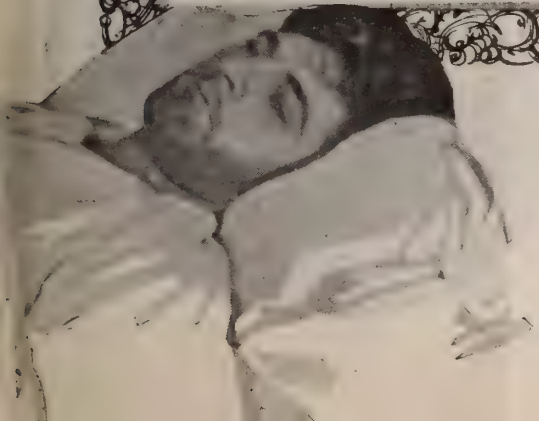
It took Lois Weber, the Belasco of the Screen, to put on a Western drama with both power and beauty. With swift, sure strokes she paints in her picture, yet never loses the opportunity to surround its dynamic action with those sympathetic, realistic touches which have made her one of the two foremost directors in the world today.

"When a Girl Loves"

SUPPORTED by William Stowell, the former heroine of "The Price of a Good Time" —"For Husbands Only" and "Borrowed Clothes" has made one of the most appealing pictures of her meteoric career, in this powerful drama of a girl who believed in a man in spite of herself.

Book this picture as a genuine surprise for your patrons—a Western whose drama will raise them out of their seats while they are still thrilling over its superlative direction and scenic beauty.

JEWEL Productions INC
1600 Broadway New York City



Carl Laemmle offers

If you want "The Heart of Humanity" crowds to fill your theatre again use this 6-sheet POSTER

DOROTHY PHILLIPS

-the brilliant Star of "The Heart of Humanity"

in

"DESTINY"

PEOPLE never forget the Stars of the big pictures they see. The little pictures come and go but the big ones—with their Stars—remain forever in the public mind. "The Heart of Humanity" is the biggest picture on the screen to-day. Everyone is seeing it—none will ever forget it—and when they see the name of DOROTHY PHILLIPS in "DESTINY" on your front they'll make good use of their opportunity to see the Bernhardt of the Screen in her newest great production, directed by the same master-hand that directed "The Heart of Humanity."

THE second big reason why "DESTINY" will do a record business for you lies in the numberless advertising angles. "DESTINY" may mean love at first sight, or last, or fortune, or disaster, or power to control one's fate, or the futility of fighting it. All these things are in the Posters, in the Newspaper Ads, in the Title. The word "DESTINY" makes its own picture—struggle, action, love, hate, romance, fame and fortune. And they're all in this tremendous play—a drama that will send your patrons out in a glow of pleasure. View it at your nearest Jewel Exchange without delay.

Dorothy Phillips in "PAY ME" and "A SOUL FOR SALE"
Jewels
that time will never dim
Herbert Rawlinson in "COME THROUGH"
Carmel Myers in "SIRENS OF THE SEA"
Elaine Hammerstein in "THE CO-RESPONDENT"

ABE MARTIN says:

Lafe Bud eats olives with a nut cracker.

What's become o' th' girl that used t' complain cause she didn't have a decent thing t' wear?

(*From New Screen Magazine.*)

"Wise Wives."

Lyons-Moran Star Comedies.

CAST.

A Neglectful Husband.....Eddie Lyons
Another Rounder.....Lee Moran
Ed's Wife.....Mildred Moore
Lee's Wife.....Marion Mason

EDDIE and Lee are a pair of rounders who neglect their wives in order to spend their evenings among the bright lights of the cafes. One night they become remorseful, and decide to go home early and give their wives a surprise. They do.

The wives, tired of sitting home each night, plan to give their husbands a scare. Their apartments are across the hall. They go into Ed's apartment and litter the place with cigar ashes, cigarettes and bottles and glasses, this being done to give the husbands the impression that they have been entertaining men in Ed's apartment.

The husbands come in before the wives leave. The wives fake intoxication, and tell Ed and Lee that they are going out to have a good time, and not to wait up. The wives leave and hide in Lee's apartment.

Ed and Lee discover that the "liquor" is nothing but tea and know that the whole thing is a joke. They discover that their wives are hidden across the hall, so they decide to turn the tables and stage a fake double suicide.

They go into Ed's apartment and shoot themselves to all intents and purposes. A cop comes in and discovers the boys, apparently dead. Cop goes to telephone to call morgue. While thus engaged the boys crawl into the hall where wives discover them, the boys again appearing to be dead. Wives faint. Cop turns from phone and finds boys gone. Comes in upon them in hall and discovers their trick. Takes boys into room where wives have recovered, and the joke is explained, both married couples deciding to see more of each other. The officer is offered a drink, which proves to be tea, and nearly kills him.

Hearst News, No. 20.

How Boston Looks to a Sky Pilot (Omitted from Portland, San Francisco, Los Angeles and Seattle prints).—The Massachusetts capital city as it appears from a wind-rocked observation balloon.—*Boston, Mass.*

Honor Hero Chaplain of the Fighting Sixty-ninth (Omitted from Indianapolis, Minneapolis, Pittsburgh and Philadelphia prints).—Reverend Father Francis Patrick Duffy, of New York's famous Irish regiment, is given welcome home reception. — *Bronx, N. Y.*

Sending the Victory Loan "Over the Top."—Former President William H. Taft addresses crowd through voice magnifier urging war "pep" in lending.—*Chicago, Ill.*

Society Pays Homage to King Horse (Omitted from Portland, Seattle, Spokane, San Francisco and Los Angeles).—Fair riders exhibit blooded animals at annual outdoor meet.—*Santa Barbara, Cal.*

Run in Heavy Rain for Long Distance Honors.—Slippery asphalt and muddy crossings fail to stop the runners in the Victory Loan Modified Marathon.—*New York City.*

Great Drydock Ready for New Dreadnought (Omitted from Mt. Vernon print).—Battleship "Wisconsin" looks lost in huge berth built to accommodate America's latest and mightiest of floating fortresses.—*Norfolk, Va.*

Daniels Meets Hero of Battle of Verdun.—Secretary of the Navy visits General Mangin, gallant French officer who distinguished himself in the desperate struggle at Fort Douament. —*Mainz, Germany.*

Aerial Rescue Saves Lost Naval Aviators.—Showing how Lieutenant Rowen and Ensign Campbell got help when their disabled seaplanes marooned them on an uninhabitaed island.—*Near Pensacola, Fla.*

Cartoon by O. P. William.—"Employers, take notice."

Indiana Welcomes Home Own "Hoosier" Heroes (Special for Indianapolis).—Most of the population of the State moves into Indianapolis to greet the brave lads of the 150th Field Artillery.—*Indianapolis, Ind.*

Twin City Welcomes Own Victorious Heroes (Special for Minneapolis). —General McReeve, Governor Burnquist and the mayors of Minneapolis and St. Paul lead the parade of the boys of the 151st Field Artillery.—*Minneapolis, Minn.*

Unveil Memorial to Mr. Vernon Heroes (Special for Mt. Vernon, N. Y.). — Miss Mary Cronin unveils monument erected to the boys who gladly gave their lives that Liberty might live.—*Mt. Vernon, N. Y.*

Keystone State Heroes Back from the World War (Special for Pittsburgh and Philadelphia).—Pittsburgh boys of the 107th Field Artillery and Wilkes-Barre boys of the 109th Field Artillery arrive on the transport "Magnolia."—*New York City.*

(For Philadelphia — photographed in co-operation with the Philadelphia Evening Ledger.)

(For Pittsburgh—photographed in co-operation with the Pittsburgh Press.)

SYNOPSES OF "WISE WIVES," HEARST NEWS, No. 20, AND CURRENT EVENTS, No. 20.

Current Events, No. 20.

Making an Overseas "Blimp."—Women work on the gas-bag of one of the great dirigible balloons, similar to the Naval C-5, now at St. Johns, Newfoundland, ready for a flight across the Atlantic.—*Akron, Ohio.*

Where the Germans Learned Their Fate (Omitted from Portland, Seattle, Spokane, San Francisco, Los Angeles, Philadelphia and Pittsburgh).—The Hotel Trianon at Versailles, where Premiere Clemenceau presented to Count Von Brockdorff-Ranteay and Allies' terms of peace.

Dangerous Fall Mars "Kiddies'" Pony Show.—Society folk attending lawn fete at the estate of Mrs. William J. Clothier see little Miss Rebecca Stout take a severe tumble.—*Winwood, Pa.*

King Alphonso Honors Famous Spanish Gunners.—His Majesty, accompanied by Queen Victoria, presents the Royal Artillery with the Cross of St. Ferdinand.—*Madrid, Spain.*

College Farm Holds "Senior Class" Parade (Omitted from Philadelphia and Pittsburgh).—Live stock about to "graduate" from the range of the University of California, "hoof it" in annual prize review.—*Davis, Cal.*

Troops Guard Irish City as Yanks Visit.—Martial law is proclaimed in expectation of the arrival of ex-Governor Dunne and the American delegates seeking a hearing for Ireland's wrongs.—*Limerick, Ireland.*

Sailor Risks Death to Test Parachute.—Daring "gobs" leap from high observation balloon and pronounce new type of safety device entirely safe —but they had to drop to find out.—*Montauk, N. Y.*

Italians Oppose Fiume Ruling of "Big Four."—Vast crowds flock to the City Hall to hear fiery speeches denouncing President Wilson and urging the annexation of Fiume. — *Rome, Italy.*

FALL PLANS.

(*Continued from page* 10.)

Calder Johnstone, Kathleen Kavanaugh, Sam'l Hopkins Adams, Ann Irish and Rachel Crothers.

Newest Jewels..

In addition, the exhibitor will have placed before him some of the largest, most elaborate, most satisfactory and most satisfying Jewel productions ever shown under this famous brand name—the brand which, through its excellence, was the first to convert the theory of exhibitors' open booking into actual fact.

There will be, in this group, pictures starring Mildred Harris, Dorothy Phillips and other players whose names have become familiar the whole world over through their appearance in the Jewel Productions.

At the same time Universal will show to the exhibitors what has been described as the greatest serial ever produced—"The Midnight Man," in which James J. Corbett is starred. There will be also products by Eddie Polo, famous for his work in the serial, "The Lure of the Circus," and in the popular series of two-reel Western dramas in which he has recently been cast. Needless to say, of course, there will be a brand new serial starring Marie Walcamp, whose splendid work in "The Red Glove" has endeared her to photoplay patrons, not only in the United States and Canada, but throughout the whole world.

There will be more of the popular Universal Special Attractions, starring Monroe Salisbury, Harry Carey, Mary MacLaren and Priscilla Dean. Priscilla Dean, as a matter of fact, will be cast in a limited number of Universal super-Special Attractions. Her great popularity has increased in recent months to such an extent that the young Universal star is now looked upon as one of the most attractive and winsome and winning feminine stars of the screen.

Universal will show, too, its improved, unique Screen Magazine, a weekly product which has behind it the co-operative advertising support of half a hundred of the largest daily newspapers in the country.

Mr. Laemmle's Statement.

There will be, however, some great Universal productions which cannot be submitted to this program of advance showing. These, now in the making, will be brought forth later as surprises. Thousands of dollars are being spent upon them, but the nature of these productions is being zealously guarded as a secret by Universal's officials, and for the time being this secrecy must be maintained. But it may be said at this time that, when they are ready to be shown, they will startle the industry.

These plans, as briefly outlined by Carl Laemmle, president of the Universal, are the most comprehensive in the company's history. "The demand of the day," Mr. Laemmle says, "as I have repeatedly said during the last eighteen months, is for bigger and better pictures and productions. Universal, as usual, has been awake. Its ear has been to the ground. Accordingly it not only now draws near to the completion of its most prosperous season of business, but begins, at the same time, its most eventful and most successful year. On the eve of its seventh anniversary it announces a policy that is in keeping with its conception of the growth and development of the motion picture industry.

"Seven years of experience in the production of pictures," Mr. Laemmle says, "has established for Universal a firm foundation on which to base its policy of better, bigger, and finer productions and, within the last year, the organization has taken on such new material and new strength that, on September 1, the beginning of its new year, it will be ready to launch a season that will be without a precedent in Universal's history. The Universal has always advocated the open market, and through this, the excellence of its product and the fairness of its methods it has gained and retained the confidence of the exhibitors. By holding steadfast to the open market plan the Universal has championed the exhibitor's cause, and the policy of not binding him to long term contracts—now that its practicability and justice have been demonstrated—other firms, tardily if not reluctantly, have been lately obliged to announce the adoption of the same policy. It is, of course, a new policy with them—Universal has followed it and advocated it for years.

"Just as we have reduced our studio waste to the very minimum," Mr. Laemmle continued, "so will we reduce our selling costs to the very minimum, especially in next Fall's selling campaign. And, what's more, those exhibitors who help us reduce selling costs will receive the lion's share of all that they help us to save.

"There is no scheme, no mystery about this. It is straight merchandising of the simplest sort, and if every company will follow our lead in this, as they have in other things, the great extravagances that have characterized the distribution end of the business in past years will become merely a memory.

An Elastic Plan.

"Our plan is simply this: We have goods to sell. The exhibitor wants some of them, or all of them, or none of them. It will depend entirely upon how good our pictures are, whether he wants many or few or none.

"If he has enough confidence in our goods to feel safe in booking far ahead on the series plan, we will book pictures to him just that way. If he does this, he saves us a lot of selling cost. We will, therefore, sell to him on the lowest possible basis If, however, he only wants to select a picture now and then, he thus requires us to keep our salesmen calling upon him regularly. This runs up the selling cost and makes it necessary for us to get more money per picture.

"In other words, we will first fix a fair price on each and every picture and then sell the exhibitor anything he wants. This means that he will buy what he wants and reject what he does not want. It is more than a mere 'open market' plan; it is an elastic plan that fits itself to the needs and to the desires of each individual exhibitor.

"If we can't hold our customer on the merits of our product, we won't want him to sign any kind of a contract binding him to take stuff he does not want; but if he likes our record well enough to sign up for several series of pictures, thus getting them at a reduced cost, we will, of course, expect him to live up to his part of the contract just as we expect to live up to our part of it.

"Universal's big extra special productions will be sold as released. We have no idea what they will cost. Cost will not prevent us from making them as powerful as we know how. We cannot be hampered by contracts which will prevent us from going the limit on the cost of such negatives. After we have made the picture and have ascertained its cost, plus the cost of selling it, we will then fix our prices and offer the goods to the trade."

NEXT POLO SERIAL TO BE MADE ABROAD.

(*Continued from page* 7.)

serial according to Mr. Laemmle. He desires to bring to America the life of the people in foreign countries, and throughout the filming of the serial all the scenes will be made in the natural surrounding of the different countries.

Eddie Polo, through the foreign distribution of Universal serials, has become widely known abroad as a favorite, and it is planned to have him make personal appearances in all the leading cities of the countries visited. Permission has been obtained from the steamship company to make several scenes on the docks, both at New York and London. Arrangements have been made to film several exciting scenes on board the ship while going across.

Complete equipment will be taken along with the company, and very few accessories for the filming of the scenes will have to be purchased in the foreign countries.

"The House of Doom."

"RED GLOVE"—Episode No. 12.

Story by Douglas Grant.
Scenario by Hope Loring.
Produced by J. P. McGowan.

CAST.

Billie ..... Marie Walcamp
Dan ..... Charles Wells
Vernon ..... Truman VanDyke
Wiley ..... Tom Lingham
The Vulture ..... Leon De La Mothe
Tia Juana ..... Evelyn Selbie
Jose ..... Edgar Allen
Mason North ..... Charles Hill Mailes
Mrs. Halstead ..... Helen Wright
Mr. Halstead ..... Wadsworth Harris

BILLIE'S fall is broken, and Dan and Vernon rescues her. Vulture has trapped Tia Juana and Jose has seen them go down into the building and throws bricks down upon them, knocking both of them unconscious. Wiley and the Vulture take them to the shack on the water front.

Billie, Dan and Vernon go back to Dan's dismantled room, find Tia Juana and Jose missing, and realize that Wiley must have captured them. Billie ask Dan to report Tia Juana and Jose missing at the police station. Wiley and the Vulture are stopped by a motor cop, and told to report to the traffic court later. Tia Juana and Jose are in the bottom of the car, unconscious. Arriving at the docks, Wiley signals his men and a boat is sent over for them. Wiley places Tia Juana and Jose in the Vulture's care and start back to town to take up Vernon's check with Mason North.

Vernon asks Billie to let him have Wiley arrested, but Billie insists that he follow her lead. She asks Vernon what the check is. Vernon tells her he owed Wiley a gambling debt and, hounded by Wiley, forged North's name to a check for $4,000. Wiley had recognized the forgery. North and Halstead arrived at the house and Billie asks North to come into the library. She explains about the check. North accepts her check for the $4,000. Wiley arrives and asks for an interview with North. When he hears North say that the check is good—the signature genuine—he realizes Billie has him beaten.

Dan reports Tia Juana missing, and meets the motor cop who stopped Wiley. Learning Wiley was headed for the water-front he phones Billie. Billie, Dan and Verson take up the trail. Keeping out of sight, Billie, Vernon and Dan watch Wiley board the boat for the shack. Hiring a launch, they cross to the shack. As soon as Wiley reaches the shack he tries to force Tia Juana to sign a deed of transfer of title. She refuses. Wiley orders one of the Vultures to cut Jose's throat if Tia Juana doesn't sign. Billie sees through the window Wiley's plot. Picking up a long, slender piece of lumber, she fastens it upright in a crack in the dock, snatches a heavy iron bolt from the dock, and using the piece of lumber of a catapult, sends the iron bolt flying through the window into the shack. The Vultures scatter. Dan and Vernon are searching the docks for the shack. The Vultures see them and a fight starts. Wiley opens the trap door in the floor of the shack, drops down ropes and Vernon and Dan are hauled up, helpless.

An old tramp finds the Red Glove, removes the deed to the Pool of Lost Souls, puts it in his pocket and folds the glove up to use as a pillow. As Billie runs toward the shack she falls over this tramp, and goes on her way. The Vultures run from the docks, and carry her into the cabin, where she too is blindfolded. Wiley tells Tia Juana that unless she signs the Pool over to him, he will kill the whole bunch. Tia Juana is ready to sign, but Billie tells her not to. Strings are fastened to the blindfolds, joined to one long string, which is passed out the door. Wiley tells the Vulture to find a large launch. Wiley calls back to Tia Juana to wave her free hand if she changes her mind and withdraws to the launch to watch for the signal. Wiley sets the wheel of launch, puts on full steam and waits. He pulls the strings which releases the blindfolds and Billie, Dan, Vernon, Tia Juana and Jose realize their peril as they see the launch pointed toward the shack. Tia Juana snatches the flag with which Wiley has told her to wave the signal and Billie grabs it from her. Wiley tells his men to release the launch. Billie and the others, tied to heavy ring bolts in the walls of the shack, see the launch coming. The launch crashes through the little shack and Billie and the others are buried in the mass of wreckage. Wiley and his band of villains speed away toward shore.

"Cyclone Smith's Comeback."

Eddie Polo-Cyclone Smith Series.

Two-reel Western.

Cyclone Smith ..... Eddie Polo
Daisy ..... Eileen Sedgwick
Ellsworth ..... Chas. Mailes
Cliff Ellsworth ..... Jack Perrin
Sheriff ..... Chick Morrison
Cyclone Smith's Father, J. Edwin Brown

CYCLONE SMITH, who for the last two years has been fighting with Uncle Sam's forces in France, returns to his old home in Western Arizona. He is greeted by his father, who delivers to him a letter, as follows:

"Dear Cyclone:—We got your letter about coming home and had the big celebration all planned, but things have changed since you went. Sunset's civilized. They put a limit on the game, and they are out gunning for you. Slip into town after dark and meet us at Shortie's.

"(Signed) The Committee."

Cyclone is bitterly disappointed. He had looked forward to returning to Sunset and once more taking up his life as the owner and proprietor of the principal saloon in town.

At dusk Cyclone slips into town and goes to Shorties. There he meets a committee of his own friends. They tell him that since he left, Clifford Ellsworth, an Eastern promoter, and his son, Clifford, Junior, have started a big real estate transaction in Sunset, have won all the elections by fraudulent means, have condemned Cyclone's building in order to freeze him out, and are trying to get possession of all the land.

Cyclone consults the committee, Cilfford Ellsworth is consulting with the sheriff over the arrangement they have made to drive Cyclone out of town the minute he arrives, while his son is entertaining Daisy, Cyclone's old sweetheart. The spies report that Cyclone is at Shortie's, and the sheriff collects his men together.

Cyclone tells the committee he will wipe Ellsworth and his crowd out of Sunset. He gathers all his friends together and prepares to raid the town. The sheriff warns young Ellsworth that Cyclone Smith and his men are coming.

Cyclone and his men ride into town, where a fierce fight ensues with the sheriff and his posse. Young Ellsworth has persuaded Daisy to elope with him. They start out in his car. Cyclone sees them, rides after them and picks the girl out of the car without stopping, returning her to her home.

Cyclone and his men win out. They open up the saloon, and Cyclone distributes amongst them the remains of his supply of liquors, telling them it is the last drink they will get.

Cyclone goes to Ellsworth and tells him of the hardships endured by the pioneers that built up Sunset; and telling him that the same men are capable of finishing what they have started, he orders Ellsworth and his crowd to leave. They are forced to obey, and leave Sunset.

Cyclone Smith goes to Daisy, and Daisy discovers that she still loves him and is glad that he saved her from the mistake of her life.

SYNOPSES OF "THE HOUSE OF DOOM," AND "CYCLONE SMITH'S COMEBACK."

S-P-E-C-I-A-L

UNIVERSAL announces as SPECIAL a two-reel Western producton whose equal you've never seen. Absolutely new, absolutely novel, with new effects such as only the costliest big feature productions would ever dream of. In fact, the minute your eyes get a flash at some of the wonderful effects in this SPECIAL you'll instantly agree that it's

As spectacular as the Biggest 5 Reel Feature

We could write a small book of description on this picture and never give you half the facts about it that you can get by reviewing the subject yourself at your nearest Universal Exchange. It's called—

"TWO MEN OF TINTED BUTTE"

and tops anything and everything ever produced in the way of two-reel subjects. It's a new idea, a new story, and filled with startling effects. Your patrons will eat it alive. Go to it with advertising as big as the best 5-reeler you ever played. YES—and make arrangements to PLAY IT REPEAT, FOR A RUN. One day isn't enough. A week run will bag the dough for you.

See it with your own eyes at your nearest UNIVERSAL EXCHANGE

ABE MARTIN says:--

Mrs. Em. Moots died from a successful operation t'day.

What's become o' th' ole fashioned women that wore four petticoats, an' what's goin' t' become o' th' girl that don't wear none?

(*From New Screen Magazine.*)

"Ace High."

Two-reel Western Drama.

CAST.

Madge Morrison	Magda Lane
Jack Sanderson	Pete Morrison
Pinto	Hott Gibson
"Ace High"	Jack Walters
Housekeeper	Martha Mattox
Rose	Helen Gibson

JACK SANDERSON, a homesteader, after presenting a necklace of beads to Madge Morrison, drops in at the Polka saloon.

"Ace High," a gambler, is fleecing a youth, and Jack takes a hand in the game, determined to save the boy from being cleaned out.

The sheriff posts a sign to the effect that all shooting scrapes must cease, and that he intends to make an example of the next man who starts anything.

The deputy of the neighboring county visits the sheriff and states that he is looking for a man wanted for murder. Hearing the description the sheriff states that he thinks he just saw the man wanted over at the Polka saloon.

Jack catches "Ace High" cheating and accuses him. "Ace High," angry, draws his gun, but Jack is a second quicker, and the gambler falls to the floor. Jack escapes by a back window.

The sheriff and the deputy enter. Leaving the deputy in charge, the sheriff mounts and goes after Jack.

Meanwhile the head of a notorious band of rustlers, visits Madge, and finding her alone, endeavors to force his attentions on her. Failing, he kidnaps Madge.

Jack visits Madge once more, but at her home learns of the kidnapping. Swearing vengeance, Jack sets out after them.

An idea comes to Madge, and as they make their way along she drops one by one the white beads from the necklace that Jack had presented her. Jack, searching for the trail, finds the beads, and feels that Madge has dropped them.

The sheriff has learned of Madge's kidnapping, and that Jack has set out after her. He again starts out.

Pinto takes Madge to his stronghold and tries to force his attentions on her. Jack, aided by the beads, comes in sight of the stronghold, but realizes he has no chance of rescuing Madge by fighting the bandits, as there are too many of them.

Jack stampedes the horses in the corral and those of the bandits who have their horses saddled, go in pursuit of them. He locks the three remaining bandits in a small shed, and makes his way to the house.

Jack bursts in as Madge is fighting Pinto and throws himself on the rustler. A furious fight follows, in which Jack is the victor. Jack and Madge depart, but Pinto, who is only feigning senselessness, gets up and follows them.

Nearing Madge's home, Jack tells Madge what has happened at the Polka saloon, and that he must leave the country. Although Madge realizes that he shot only in self defense, she tells him that it is best that he should go, and bids him good-by.

Some distance away Jack sees the sheriff approaching; he looking back, again sees Madge in the clutches of Pinto, who has crawled upon her. In spite of his danger from the sheriff, he rides back, overpowers Pinto as the sheriff appears. Jack hands his gun to the sheriff and tells him that he will go with him peacefully. But the sheriff only laughs and replies: "I was only after you to tell you that the man you shot at the Polka was wanted for murder, and that there is a reward for him, dead or alive." But the sheriff does take Pinto along, while Jack at last gets his courage up, proposes, and is accepted.

International News,

No. 20.

Crowds See Kentucky Derby Run Off in Mud.—"Sir Barton," ridden by Jockey Loftus, wins the famous racing classic.—*Churchill Downs, Ky.*

Anzacs Bid Farewell to British Brothers.—Famous Australian fighters hold last march through streets of London before returning to the Antipodes.—*London, England.*

Hoisting the Old Job.—Amateur sailors go "sailing, sailing over the bounding main" as Pacific Coast yachting season opens.—*San Francisco, Cal.*

"Meet Me in St. Louis, Louis!"—And several hundred thousand in mass formation did when the boys of the 138th returned from "over there."—*St. Louis, Mo.*

Housing Problem Aids Bolshevik Propaganda.—While officials plan remedies for shortage of homes and dangerous rent profiteering, scores of families are daily dispossessed.—*New York City.*

No Careless Drivers in Army Motor Corps.—Not reckless driving, but "wreckless driving" results from severe test to which candidates for jobs in Uncle Sam's motor transport are put.—*Coblenz, Germany.*

Guard School "Kiddies" from Fire Dangers.—Board of Education holds test emergency drill at which school of 3,700 pupils is emptied in three minutes.—*New York City.*

World War Veterans Form American Legion.—More than 1,000 delegates assemble to establish permanent organization perpetuating the principles of democracy and freedom for which they fought.—*St. Louis, Mo.*

Foe Surrenders Shells to Yankee Officers.—Great quantities of ammunition are turned over to Americans in accordance with the terms of the Armistice.—*Mulheim, Germany.*

Yankee "Blimp" Starts Newfoundland Flight. — Huge dirigible C-5 leaves on what may be the first leg of a flight from Newfoundland across the Atlantic to England.—*Montauk, L. I.*

SYNOPSES OF "ACE-HIGH," INTERNATIONAL NEWS, No. 20, AND "ALL JAZZED UP."

"All Jazzed Up."

Two-Reel L-Ko Komedy.

(*Copyrighted, 1919, by L-Ko Motion Picture Kompany.*)

CAST.

Dainty Dotty	Eva Novak
Her Dad	Dan Russell
Wilbur, the waiter	Phil Dunham

THE "Drop Inn," was the most unpopular place in Four Corners, in spite of the fact that Dainty Dotty's Dad owned the place. Dainty Dotty was the whole cabaret show, but she had no audience. The customers passed by just as if the "Inn" was camouflaged. Then, one day, Wilbur, a retired waiter, happened to come in. He immediately saw that there wasn't anything in the "Inn" except Dottie, and he desired that she get out of the "Inn" and go with him. Dottie promised that she would, if he would bring some customers to the "Inn." So Wilbur bethought himself of the old White Way days and the Jazz bands, and he installed a self-made Jazz band in that "Inn" that put Sophie Tucker's in the shade. He taught Dottie the "Shimmie" dance, and after that they had to call out the police force to keep the crowds from coming in the windows.

Dorothy Phillips says:

Carl Laemmle
offers

"The HEART of HUMANITY"

ALLEN HOLUBAR'S SUPERPRODUCTION
THE PICTURE THAT WILL
LIVE FOREVER

"Will you very kindly read this letter ?"

Our success with Dorothy Phillips in "The Heart of Humanity" was so extraordinary that we cannot refrain from writing a few words of praise regarding this feature.

In the first place, this picture was booked by us for two days at each of our theatres, the Savoy and the Jewel, to be played simultaneously, which is something we have never undertaken before.

As you know, the Savoy theatre is located at 103d street and St. Clair avenue, and the crowd was so large that we were compelled to line the people from our lobby all the way to 105th street. This was the first night's showing.

The second night, in a drizzling rain, the crowd was even larger, which more than attested to the wonderful drawing power of this masterpiece.

We were equally successful at the Jewel. Over one hundred people bought tickets in advance for a theatre that does not sell reserved seats just to make sure that they would not be compelled to lose time at the box office.

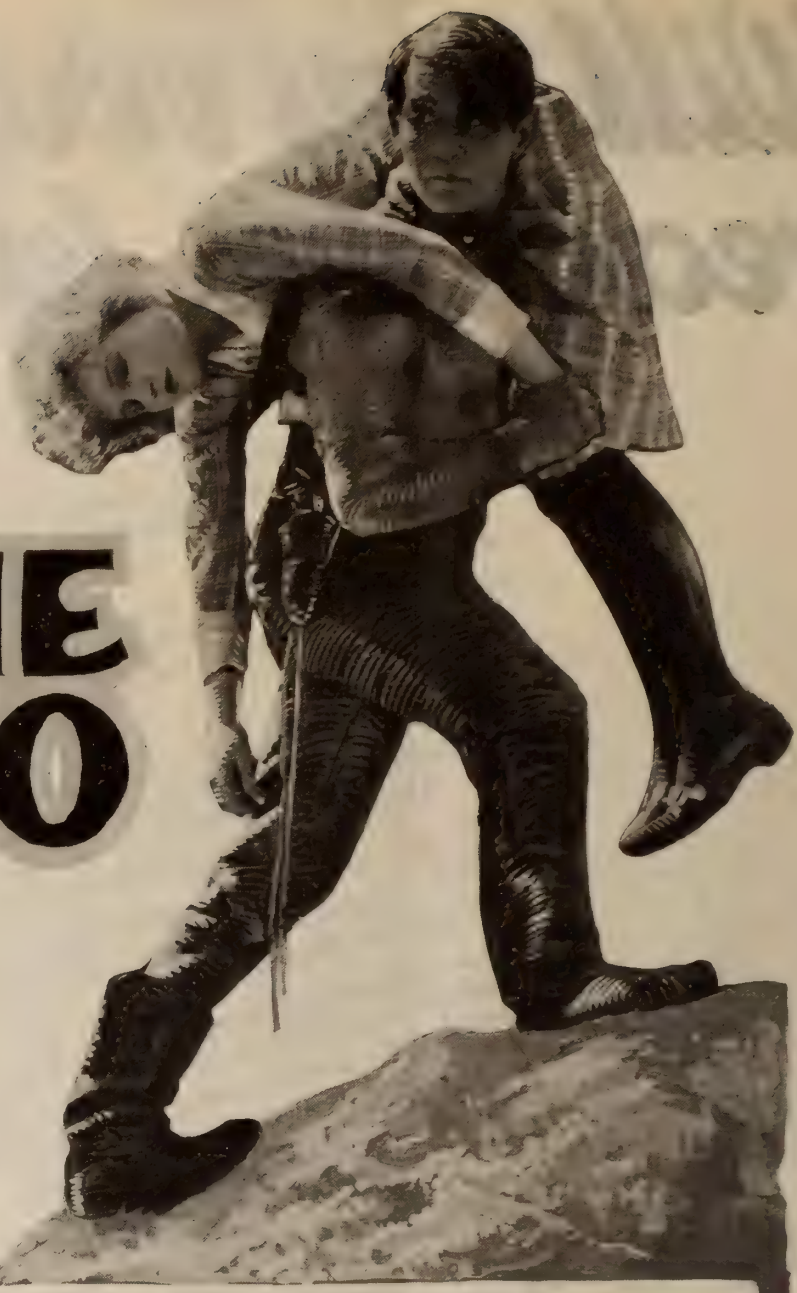
In conclusion, we just want to say that we made one mistake. We should have booked the picture for a week instead of two days, and we say this knowing that we have never played a picture more than two days in either one of our theatres.

You are to be congratulated for this wonderful production, and we wish you all the success that such effort deserves.

Yours very truly,

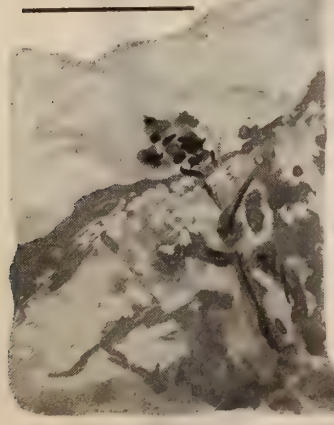
THE BRONX AMUSEMENT CO.,
Cleveland, Ohio.
J. D. Kolofol, Mgr.

JEWEL Productions INC
1600 Broadway, New York City



Are you Showing EDDIE POLO in the famous "Cyclone Smith" Stories?

SPECIAL AD PROPS AND POSTERS



5 REEL ENTERTAINMENT IN TWO

Every one of this "CYCLONE SMITH" series contains as much genuine entertainment in two reels as the best 5-reelers. So a committee of Exhibitors stated after reviewing the first releases.

Every picture has had SPECIAL ATTENTION. Every picture therefore is SPECIAL in direction—in story—in lighting effects—in methods of presentation and in Box Office value. Every picture is handled the same as the biggest production.

That's what will make the series a sensational success in your house, especially now with Polo's big reputation as the Star of that extraordinary box office serial winner, "THE LURE OF THE CIRCUS."

No two-reelers ever produced compare with these, and if you give them the same newspaper and other advertising as your big features they will make as much money for you. Special ad props and paper ready for each release. SEE THEM FOR YOURSELF. That's the answer.

BOOKING NOW THRU ALL UNIVERSAL EXCHANGES

The Biggest Box Office Serial in Serial Picture History—

JAMES J. CORBETT

known around *the* world as *the* famous
"Gentleman Jim"
in the
Sensational **UNIVERSAL** Serial
"THE MIDNIGHT MAN"

You simply CANT afford to let your competitor book it

See Your Exchange NOW

Mae Murray in

One of the greatest entertainment Pictures the Trade will Exhibit this year

"THE DELICIOUS LITTLE DEVIL"

Gentlemen:—You'll have to finecomb the market to find the equal of this production. Not one in a hundred hits the high water mark of smashing success as does Mae Murray in "THE DELICIOUS LITTLE DEVIL.' It's cut out for Miss Murray. It sizzles—it seethes—it sparkles—it's simply electric throughout. In comparison with some of the so-called "BIG" ones, this picture is worth legitimate theatrical prices per seat.

NATURALLY---ITS A UNIVERSAL SPECIAL ATTRACTION

VOL. 8 NO. 17
JUNE 14TH 1919

The MOVING PICTURE WEEKLY

PETE MORRISON in "The Captive Bride"
TWO REEL WESTERN DRAMA

COMING!

A World Beater! A House Packer!

WESTERN UNION TELEGRAM

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CARL LAEMMLE

UNIVERSAL FILM EX INC NEWYORKCITY

UNIVERSAL

ACCEPT OUR HEARTIEST CONGRATULATIONS TO SEVENTH ANNIVERSARY
HOPE YOUR SUCCESS CONTINUES AND THAT YOU MAKE EVEN GREATER
STRIDES THAN IN THE PAST IF SUCH IS POSSIBLE YOUR FAIR AND
SQUARE POLICY HAS WON MANY THANKS FOR YOU AMONG EXHIBITOR

ADOLPH ZUKOR

DORIC THEATRE KANSASCITY

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WESTERN UNION TELEGRAM

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UNIVERSAL FILM MFG CO

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CONGRATULATIONS ON MARVELOUS RECORD OF ACHIEVEMENT IN PAST SEVEN
YEARS TIVOLU THEATRE UNDER PREDECESSOR AND SELF USED SERVICE FROM
START HAS GROWN WITH UNIVERSAL AND EXPECTS CONTINUE GROW FASTER STIL
IN YEARS TO COME UNIVERSAL UNIVERSALLY SQUARE HOPE LONG TO CONTINUE
PLEASANT PROFITABLE RELATION WITH PORTLAND OFFICE

TIVOLI THEATRE.

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TO HSRES FOR CONTINUED SUCCESS FOR A GREAT MANY MORE YEARS

CY JACOBS

GLOBE THEATRE KANSAS CITY MO.

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UNIVERSAL FILM MFG CO

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HOPING UNIVERSAL FUTURE GROWTH GREAT AND SUCCESSFUL AS PAST SEVEN YEARS
YOUR CAREER UNIQUE BECAUSE YOUR METHOD UNIQUE WILL SAY I HAVE RECEIVED
FROM PORTLAND EXCHANGE SQUAREST DEALS AND BEST SERVICE I HAVE FOUND
ANYWHERE ONLY SORRY DIDNT START YOUR SERVICE VERY BEGINNING AND
BELIEVE ME AM PERMANENT NOW

H C PHELPS SAY AND IDEAL THEATRES

WESTERN UNION TELEGRAM

NEWCOMB CARLTON, PRESIDENT — GEORGE W. E. ATKINS, FIRST VICE-PRESIDENT

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CARL LAEMMLE PRES

UNIVERSAL FILM MFG CO 1600 BROADWAY NEWYORK NY

HEARTIEST CONGRATULATIONS AND BEST WISHES TO YOU AND UNIVERSAL
UPON THE ENTRY OF YOUR SEVENTH ANNIVERSARY IF YOU MAKE AS GREAT STRIDES
IN THE NEXT SEVEN YEARS AS YOU HAVE IN THE PAST AND CONTINUE THE SAME
FAIR AND SQUARE POLICY ALL THE EXHIBITORS IN THIS COUNTRY WILL HAVE
TO LOOK TO YOU FOR SERVICE IM A UNIVERSAL BOOSTER FIRST LAST AND ALWAYS
I COULDNT BE OTHERWISE IF I WANTED

Thank You Gentlemen!

It's Universal's Anniversary Month

Thank You Gentlemen!

WESTERN UNION TELEGRAM

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UNIVERSAL MFG CO

1600 BROADWAY NEW YORK CITY

WINDLY ACCEPT OUR BEST WISHES IN HONOR OF YOUR SEVENTH ANNIVERSARY AS CONSTANT USERS OF YOUR PRODUCTIONS TILL STATE THEATRE AND AUDITORIUM THEATRES WE HAVE ALWAYS GIVEN US MOST GRATIFYING RESULTS

1025P

WESTERN UNION TELEGRAM

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CARL LAEMMLE

1600 BROADWAY NEW YORK NY

PERMIT ME TO EXTEND MY HEARTIEST CONGRATULATIONS TO UNIVERSAL ON ITS SEVENTH ANNIVERSARY I HAVE ALWAYS BEEN PROUD OF MY ASSOCIATION WITH YOUR ORGANIZATION AND HOPE IT WILL CONTINUE FOR MANY YEARS TO COME

WESTERN UNION TELEGRAM

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CARL LAEMMLE PRES

UNIVERSAL FILM EXCHANGES INC 1600 BROADWAY NEW YORK NY

TIES TO CONGRATULATE OUR COMPANY ON YOUR SEVENTH ANNIVERSARY WE HAVE USED THE UNIVERSAL FOR THE PAST FOUR YEARS AND CONSIDER IT THE MOST CONSISTENT PROGRAM ON THE MARKET TODAY YOUR SUCCESS HAS BEEN REALIZING THAT MY SUCCESS MEANS YOUR SERVICE AND HONEST AND FAIR DEALING NO DISHING YOU CAN GET

PROSPERITY

WESTERN UNION TELEGRAM

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GREAT FALLS MONT 22

UNIVERSAL FILM MFG CO

1600 BDWAY NEWYORK NY

CONGRATULATIONS TO UNIVERSAL ON ITS SEVENTH ANNIVERSARY I HAVE LAYED ALL OF YOUR JEWEL PRODUCTIONS IN MY PALACE THEATRE EACH AND EVERY ONE WAS A WINNER THE HEART OF HUMANITY IS A KNOCK OUT IT MADE ME MORE MONEY THAN ANY PICTURE THAT I HAVE PLAYED HAVE REBOOKED IT FOR MAY THIRTIETH AND THIRTY FIRST TRUSTING YOU WILL CONTINUE TO MAKE MORE JEWELS

PALACE THEATRE HOSCOE P KERNAN MANAGER

It's Universal's Anniversary Month

Thank You Gentlemen!

WESTERN UNION TELEGRAM

NEWCOMB CARLTON, PRESIDENT — GEORGE W. E. ATKINS, FIRST VICE-PRESIDENT

CLASS OF SERVICE	SYMBOL
Day Message	Blue
Day Letter	Nite
Night Message	N L
Night Letter	

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UNIVERSAL FILM MFG CO PORTLAND ORG 22

1600 BROADWAY NEWYORK NY

ANNOUNCEMENT YOUR SEVENTH ANNIVERSARY RECALLS THE ELITE THEATRE INDEBTED YOUR FOR SEVEN YEARS SERVICE AND SQUAREST TREATMENT RECEIVED FROM ANY FILM EXCHANGE DEALT WITH HOPE STILL TO BE GETTING EVERYTHING YOU RELEASE IN PORTLAND OFFICE SEVEN YEARS HENCE AS HAVE BEEN IN PAST HEARTY CONGRATULATIONS AND THANKS

BERNSTEIN MGR ELITE THEATRE

1919 MAY 22 PM 7 30

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KY KANSAS CITY MO 22

CARL LAEMMLE

PRES UNIVERSAL FILM MFG CO 1600 BROADWAY NEWYORK NY

ACCEPT MY HEARTIEST CONGRATULATIONS AND BEST WISHES UPON THE ENTRY OF THE EVENTH ANNIVERSARY OF UNIVERSAL I HAVE WATCHED YOUR STRIDE THROUGH ALL THESE YEARS AND HAVE BEEN A CONSTANT USER OF UNIVERSAL PRODUCTS IN OMAHA AND KANSAS CITY AND ANY SUCCESS I HAVE OBTAINED IS IN A WAY DUE TO YOUR PROGRESS AND FAIR TREATMENT ACCORDED ME I KNOW EVERY OLD CUSTOMER THAT YOU HAVE AND THE NEW ONES YOU

Form 1204

UNION TELEGRAM

GEORGE W. E. ATKINS, FIRST VICE-PRESIDENT

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Night Letter	

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540P MAY 22 1919

UNIVERSAL FILM EX INC NEWYORKCITY

ACCEPT OUR HEARTIEST CONGRATULATIONS OF EVE OF UNIVERSAL SEVENTH ANNIVERSARY WE HAVE BEEN CONSISTENT USERS IN BOTH OF OUR HOUSES AND YOUR FAIR MINDED POLICY IN THE PAST WILL BE EVEN MORE SUCCESSFUL IN THE NEXT SEVEN YEARS UNIVERSAL HAS MADE GREATEST STRIDES THAN ANY COMPANY IN THE BUSINESS AGAIN WISHING YOU CONTINUED SUCCESS

RICHARD AND FLYNN

WONDERLAND AND TWELFTH ST THEATRES KANSASCITY MO

736P

WESTERN UNION TELEGRAM

NEWCOMB CARLTON, PRESIDENT — GEORGE W. E. ATKINS, FIRST VICE-PRESIDENT

CLASS OF SERVICE	SYMBOL
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PORTLAND ORG MAY22

CARL LAEMMLE PRESIDENT

UNIVERSAL FILM MFG CO 1600 BROADWAY NEW YORK NY

CONGRATULATING YOURSELF AND COMPANY ON THIS YOUR SEVENTH ANNIVERSARY AS A SUCCESSFUL MANUFACTURING AND DISTRIBUTING ORGANIZATION I TAKE THIS METHOD OF EXPRESSING ADMIRATION FOR FAIREST DEALING AND COOPERATION FROM YOUR LOCAL EXCHANGE YOUR PRODUCTIONS GIVING THE EXHIBITORS BEST RESULTS FINANCIALLY IN THIS DAY OF KEEN COMPETITION

J A BRADT ECHO THEATRE

WE would like to publish all of the telegrams, letters and messages of congratulation from exhibitors and the trade on our Seventh Anniversary, but these few will give you an idea of how the Universal stands among the fraternity. We are happy that we have achieved so much. We are out to achieve much more. Watch Universal in the days just ahead.

UNIVERSAL

Posters and Stunts for

UNIVERSAL SUPER SERIAL
ELMO the MIGHTY
FEATURING
The GREAT ELMO LINCOLN
KNOWN TO MILLIONS AS THE HERO of "TARZAN of the APES" AND AS THE BLACKSMITH in "The KAISER"
SUPPORTED by GRACE CUNARD
DIRECTED by HENRY MACRAE
ONE SHEET

GET a huge iron dumb-bell, the heaviest you can possibly secure. Arrange to borrow it for a few weeks. Place it in front of your theatre with a card on it reading—TO ANY PERSON WHO WILL AT ONE TRIAL RAISE THIS DUMB-BELL IN THE AIR FIFTY TIMES IN SUCCESSION WE WILL GIVE TWO FREE ADMISSION TICKETS TO "ELMO THE MIGHTY" FOR 18 WEEKS. "THE GREAT LINCOLN" RAISES THIS HUGE BELL 75 TIMES WITHOUT A STOP. CAN YOU DO IT?

Try and get a large stuffed lion's head. Use it as a ballyhoo in front of your theatre with a card reading: ELMO LINCOLN, Star of the Universal serial "ELMO THE MIGHTY," is the man who killed the huge lion barehanded. See him in 18 episodes of this serial.

Advertise and get the biggest man in your town. The taller and the heavier the better. Dress him up in a heavy Norfolk coat made of corduroy, and sombrero hat. Around his body, draped over his shoulder, place a band on which is painted: "ELMO THE MIGHTY" now playing at the ..... Theatre.

UNIVERSAL SUPER SERIAL
ELMO the MIGHTY
FEATURING
The GREAT ELMO LINCOLN
KNOWN TO MILLIONS AS THE HERO of "TARZAN of the APES" AND AS THE BLACKSMITH in "The KAISER"
SUPPORTED by GRACE CUNARD
THREE SHEET

UNIVERSAL SUPER SERIAL
ELMO the MIGHTY
FEATURING
The GREAT ELMO LINCOLN
KNOWN TO MILLIONS AS THE HERO IN "TARZAN OF THE APES" AND AS THE BLACKSMITH IN "THE KAISER"
ASSISTED BY GRACE CUNARD
DIRECTED BY HENRY MACRAE
SIX SHEET

Write a letter to all the school teachers in your territory asking them to put on a word-making contest, using the words ELMO THE MIGHTY, among the children of their classes. Have it understood in the rules that the letters that appear in these words are to be used, and which ever letters appear twice can be used twice. Tell the teachers that to the winner in each class you will give two full admission tickets to the entire serial FREE. (Also give the teachers free passes to the serial for their help in these contests.) The teachers will look after each contest in their own class, look over the lists submitted, announce the winner, etc., so that lets you out of any detail whatever, and thus you get all the kids interested in your serial.

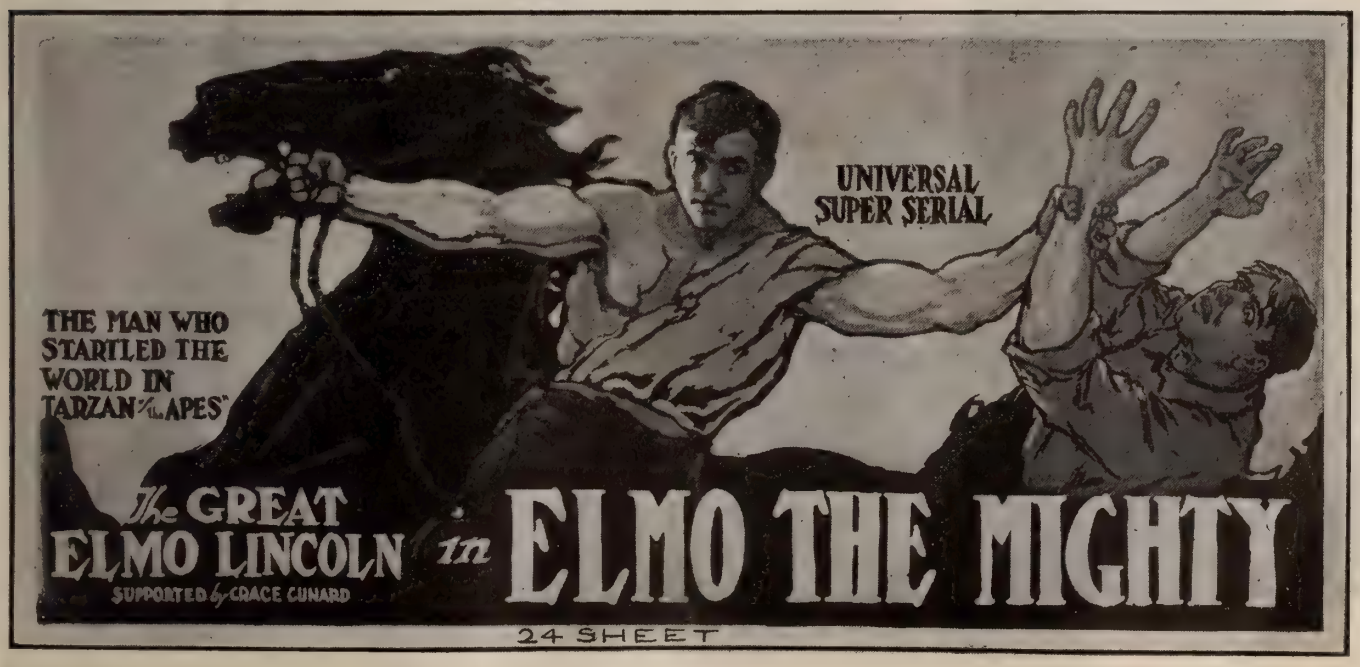
"Elmo, the Mighty"

Get an old, black hand-bag or grip, medium sized. The older the better, though don't have it tattered or holes in it. Just a well-worn, old, black travelling salesman's hand-bag. Fill it with old newspapers till it is well bulged out and then display it in some merchant's window with a card reading: "THIS IS THE BAG CONTAINING THE EVIDENCE, UPON WHOSE RECOVERY DEPENDS THE LIFE AND HONOR OF MANY." See it in the thrilling Universal Serial, "ELMO THE MIGHTY," featuring the great ELMO LINCOLN, now playing at ———— Theatre.

Have your printer print up on some cheap odds and ends of any old kind of paper stock this wording: "THE LAST THEY SAW OF THE VALUABLE BLACK BAG IT WAS FLOATING DOWN THE RIVER. THEY HAVEN'T SEEN IT OR HEARD OF IT SINCE." Then add your theatre name. Print up thousands of these and scatter them all over your territory. The cost will be so small and the results so good you'll be surprised. It will create loads of mystery and keep the serial in the minds of your patrons.

If you can get an old second-hand, worn-out motor cycle, get one and place it outside your theatre with a card reading: "THE MOTORCYCLE RIDER OF MAD MOUNTAIN USED THIS MOTORCYCLE IN THE MAKING OF THE UNIVERSAL'S BIG CHALLENGE SERIAL, "ELMO THE MIGHTY," featuring the great ELMO LINCOLN. Are you following it? It's great!

Hire a crowd of boys who will work for free tickets to your theatre. On the backs of these boys pin large muslin squares, each square bearing one of the letters of the words E L MO T H E M I G H T Y. On the last boy's back paint the words NOW PLAYING, and then add the name of your theatre. Explain to the boys that they will have to form in line so that the letters form the words ELMO THE MIGHTY and to parade down all streets in that formation. By a little careful drilling you can have the boys do a few fancy maneuvers and then fall in to spell out the words ELMO THE MIGHTY.


THE MAN WHO STARTLED THE WORLD IN TARZAN OF THE APES
UNIVERSAL SUPER SERIAL
The GREAT ELMO LINCOLN
SUPPORTED by GRACE CUNARD
in ELMO THE MIGHTY
24 SHEET

ARE YOU SHOWING THE BIG THREE EVERY WEEK ?

HEARST NEWS

INTERNATIONAL NEWS

UNIVERSAL CURRENT EVENTS

THE shrewdest merchant in America once said: "GIVE THE PEOPLE WHAT THEY WANT AND YOU'LL PILE UP A BANK BALANCE." Are YOU following that shrewd advice? Are YOU giving your people the BIG THREE every week? If not you're letting three money-making days slip away from you. All the world's latest and greatest news in fascinating pictures gathered by the INTERNATIONAL'S globe covering news and camera staff of experts. ALL THE NEWS WHILE IT'S NEW. Book and boost THE BIG THREE.

PRODUCED BY INTERNATIONAL.
DISTRIBUTED BY UNIVERSAL.

Announcing the June Releases

ISN'T it great that June has five Mondays? That means that five Universal Special Attractions will be released during the anniversary month of June. Exhibitors already know a great deal about Mae Murray in "The Big Little Person," and after having seen "The Delicious Little Devil," no one can afford to miss this next Mae Murray picture produced under the guiding hand of Robert Leonard. Miss Murray is assisted by Al Sears, Rudolpho DeValentina and Clarissa Selwynne. There is also a crowd of kiddies which would take prizes in any beauty show. One of the most exquisite features of this Special Attraction is that portion which shows Miss Murray as a princess and all of the other characters in the play allegorically depicted in court costume.

Harry Carey is shown in his latest release, which is entitled "Riders of Vengeance." Carey has been having a succession of clever leading women, and in "Riders of Vengeance" he is supported by beautiful Seena Owen, J. Farrell McDonald, Joseph Harris, King Fisher Jones and the wonderful troupe of Carey cowboys are also prominent in one of the best Carey pictures yet. It was written by Harry Carey and Jack Ford, and produced by Mr. Ford, who is without doubt one of the leading directors of westerns to-day. "Riders of Vengeance" tells the story of a rancher who lost his bride, his father, mother and brothers on the steps of the church, where he had just been married. He swears an oath of vengeance and is only detained from executing it to the very end by an accident which brought into his power the intended wife of the leader of the outlaw band.

Priscilla Dean, whose previous performances have brought her to the topmost rung of the picture ladder, is released in another of her extremely fascinating and entrancing crook plays. The public has o. k.'d these plays because they have a moral and none of them uphold outlawry in any way to make it attractive. "Pretty Smooth" is another crook play and it has the same high moral lesson. This one was written by the greatest master of this kind of story at present writing for the stage, Bayard Veiller, author of "Within the Law" and "The Thirteenth Chair." Mr. Veiller wrote this vehicle especially for Miss Dean and was on the lot at Universal City all of the time it was being produced. His suggestions have helped materially in making this the best Priscilla Dean subject yet. Miss Dean is supported by Francis McDonald and the picture was directed by Rolin Sturgeon, whose Dorothy Phillips' play, "Destiny," is bringing him a great deal of popularity.

Monroe Salisbury is also in the June list, this time as an Italian whose ambition it is to own a Western ranch, and who doesn't realize that a complete mastery of the Colt .44 is the first requisite to such ownership. The title of it is "The Sleeping Lion." Monroe Salisbury is supported by Rea Mitchell, little Pat Moore and Herschall Mayall. Rupert Julian did the directing, so you know it's done right.

Mary MacLaren is the fifth June offering and it is with great pleasure that "The Weaker Vessel" is released during Universal's anniversary month. "The Weaker Vessel" was written by Elmer Elsworth and produced by Paul Powell. Thurston Hall, whose work in the previous McLaren picture, "The Unpainted Woman," was so noteworthy, outdoes himself in this picture. Thurston never had a part such as this and no actor ever embraced an opportunity in a more thorough or interesting manner. Others who contribute to this wonderful Special Attraction are Johnnie Cook, Ann Schaefer and Margaret Loomis.

CORRECTION.

FOR some psychological reason which connects great names with great pictures, several advertisements have appeared in the Weekly which unblushingly stated that "Destiny" was directed by the producer of "The Heart of Humanity." This statement not only was not true, but naturally proved annoying to two great directors. We make haste to apologize to both. The fact of the matter is that "Destiny" was directed by Rollin Sturgeon, and is a piece of work of which any director in the world may well feel proud.

It's Universal Anniversary Month.

ABE MARTIN says:

Th' worst thing about flirtin' is that you're liable t' git married.

A woman looks twice as purty dressin' a baby as she does playin' cards.

(From New Screen Magazine.)

CYCLONE SMITH PLAYS TRUMPS

CAST.

Jennie Ross	Ruby La Fayette
Her son Harvey	Charles Dorian
Cyclone Smith	Eddie Polo
Gunner Wray	Leonard Clapham
Daisy	Eileen Sedgwick
Sheriff	Bob Anderson

JENNIE ROSS, known as the town's little mother, lives in Sunset City with her son, Harvey, who is assistant cashier in the bank. Cyclone Smith is the owner of the Oasis bar. Harvey is in the toils of Gunner Wray. When he fails to come home from work, his mother appeals to Cyclone, who stops the game and orders that Harvey be not permitted to play in the place. Cyclone pays a visit to his sweetheart, Daisy, daughter of Sheriff Jim Lane, and does not know that Harvey, after spending a short time at home, returns to the bar. The bartender tells Wray that Harvey cannot play. But Harvey, anxious to recover his losses, leaves the bar with Wray's henchmen, while Wray openly issues a challenge to Cyclone, who orders him from the town. In the meantime, Harvey has gone broke in the game, and, followed by a deputy, goes to the bank for more funds. Wray learns of this, and follows. Wray meets the deputy, and in the struggle, kills him. He then holds up Harvey, and rides from the town.

Harvey notifies the sheriff. The deputy is found, and his last few words implicate Harvey.

The citizens of the town are enraged at Harvey, and threaten violence. Cyclone tells the sheriff to look after Harvey, and goes after Wray, bringing him back in time to rescue Harvey. Smith then does for Harvey what his mother is unable to do—and Harvey is forced to take a good trouncing, after which Smith sends him home to his mother, and finds his own reward with Daisy.

Jewels

that time will never dim

Elaine Hammerstein in "THE CO-RESPONDENT."

Carmel Myers in "SIRENS OF THE SEA"

Dorothy Phillips in "PAY ME!"

Rawlinson Herbert in THROUGH.' "COME

Stories Wanted

The Universal wants new stories, finer stories, faster stories than are being shown on the screens of the world to-day. We want stories that contain that heart interest and humanness that stands the crowds out in front for hours waiting to get in.

We want stories that possess the clever twist and novelty in the selling angle.

We don't care what the stories are about so long as they are clean.

Do we want them powerful in theme? WE DO. Do we want them fascinating in action, powerful of title and magnetic in character? WE DO.

Will we pay the proper price for such stories? WE WILL, and gladly, too.

Then why not start your patrons thinking about this? Why not put it up to the people who themselves are the best judges of what constitutes real moving picture entertainment. Announce to them by slides that the Universal wants big stories and will buy them.

Let your patrons know that they themselves can improve their own entertainment either by suggesting extra fine stories that they have read or stories that they might write. If you know of some one who produced extraordinary stories, have him communicate with us immediately. WE ARE IN THE MARKET FOR BIG IDEA STORIES AND WILL PAY WELL FOR THEM. Start the ball rolling in your theatre.

UNIVERSAL FILM MANUFACTURING CO.

Largest Film Manufacturing Company in the Universe.

CARL LAEMMLE, President.

1600 Broadway, New York.

THE MOVING PICTURE WEEKLY
A MAGAZINE FOR MOTION PICTURE EXHIBITORS
Published Weekly by the MOVING PICTURE WEEKLY PUB. CO.
1600 BROADWAY, NEW YORK CITY
PAUL GULICK, *Editor* JOE BRANDT, *Bus. Mgr*
(*Copyright* 1919, *Universal Film Mfg. Co. All Rights Reserved*)
Vol. 8 JUNE 14, 1919. No. 17

A Universal Company Seven Years Ago

Top row (left to right)—George Loane Tucker, David Miles, Mrs. Pickford, William Robert (Bob) Daly, Tony Gaudio (cameraman). Second row—William Shay, Mrs. David Miles, J. Farrel McDonald, Hayward Mack, Edith Bostwick (Mrs. McDonald), John Harvey. Third row—Thomas H. Ince, Owen Moore, Mary Pickford, King Baggot, Joe Smiley. (Bottom row)—Isabel Rea, Jack Pickford, Lottie Pickford.

Lucille Hutton in "The LAST OUTLAW"

2 Reel Western Drama

BALANCE your program with this splendid 2-Reel Western, and give your people in two reels as much (if not more) than any 5-reel Western competitive feature you've shown this season. As evidence of what we mean by extraordinary 2-Reel Western pictures, GO SEE THIS PICTURE—"THE LAST OUTLAW," at your nearest Universal Exchange. If you don't book this you're in the wrong business. Book this and you'll book all the 2-reelers Universal has produced and released in the last few months.
ALL WINNERS.

THE ONLY GUARANTEED STAR ON THE SCREEN!

No. 241 Straight from the Shoulder Talk By Carl Laemmle, President, Universal Film Manufacturing Company.

The Universal has a new star.

We have no contract with him, but—

We herewith serve due legal notice on any and all producers who are in the habit of stealing stars that all the money in the world cannot induce this new star to leave the Universal.

We have made a real actor of him. True, he is temperamental as nearly all stars are; but we never yet have seen any star who was more willing, more daring, more clever or more brainy.

He has never yet demanded the right to o.k. the pictures in which he appears; he has never even

demanded a dressing room of his own; he has never insisted on having a director of his own choosing; he has never quibbled about working on Sundays or holidays; he has never asked for more money and he never will, regardless of how much money he makes for exhibitors.

He has shown a spirit of true manliness. For this and many other reasons I feel that I owe him this public appreciation.

Joe Martin--for such is our hero's name--is a monkey. Or a chimpanzee. Or possibly an ourang-outang. Or maybe a tangerine.

But he is a great actor. He is twice as good as any other actor because he can act with four hands instead of two. He is the only monkey I ever saw who is a real actor, although I have seen many actors who were real monkeys.

In making a star out of this monkey, I am not attempting for one instant to make monkeys out of any stars. But I'll say this much: Show me the best thing that any actor ever did on the screen and I'll show you how Joe Martin can do it better—and ten times funnier.

Recently, at the Strand Theatre, in New York, Joe Martin appeared in his new picture called "Monkey Stuff." He nearly "busted up the show." The audience laughed so much about Joe Martin in "Monkey Stuff" that they were not in the mood for anything else.

The Universal is now celebrating its Seventh Anniversary. Thus, for the first time in seven years, we are able to offer the public A GUARANTEED STAR. Guaranteed because nobody can steal him away at any price. Guaranteed because he will rock your house with laughter as it has never been rocked before, except possibly by Charlie Chaplin.

We are now making a series of pictures with Joe Martin as the star. Any exhibitor who does not book the whole series is simply making a Joe Martin of himself.

Now
"Elmo
18
Weeks
18

Booking the Mighty"

The Universal Challenge Serial

featuring

ELMO LINCOLN

AND GRACE CUNARD

Stop a minute Mr. Exhibitor and think of the advertising possibilities of this big new Universal Serial. Figure the value and prestige of announcing the great Elmo Lincoln with his big reputation as the Star of that whirlwind success—"TARZAN OF THE APES" that millions have read and seen. Think of the advertising value of Lincoln's name as the Blacksmith in "THE KAISER, THE BEAST OF BERLIN." Then add to this advertising value the name and fame of Grace Cunard.

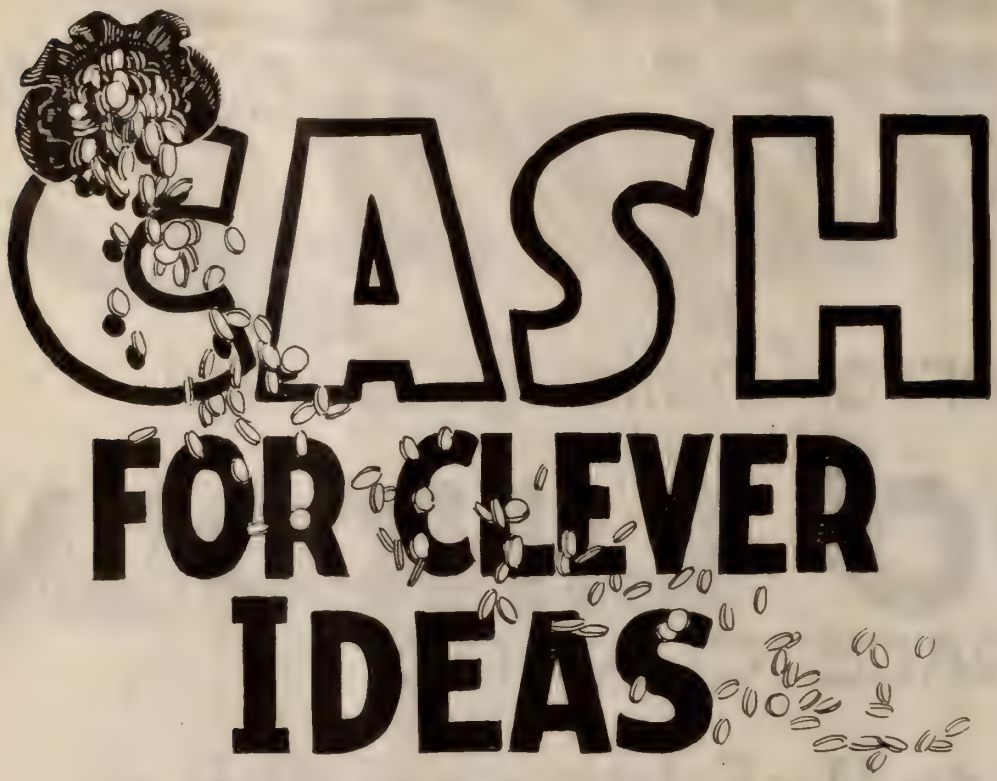
No serial filmed in years possesses such advertising possibilities as this big new Universal serial winner. You can advertise it from many angles, each with big drawing power for 18 weeks. DO THIS IMMEDIATELY! Get a copy of the new advertising and publicity campaign book from your nearest Universal Exchange. See what is prepared for you to help you put this new winner over for 18 weeks. AND MORE BIG HELPS COMING. Also GO SEE as many episodes as your Exchange has ready to show you. That's all you'll require to plant your booking instantly. GET BUSY NOW!

UNIVERSAL FILM MANUFACTURING CO.

Largest Film Manufacturing Company in the Universe.

CARL LAEMMLE, President.

1600 BROADWAY, NEW YORK.



The NEW SCREEN MAGAZINE is bringing out a host of brand new ideas that are proving crowd-getters of extraordinary power. Distinct novelties that people love to see in motion pictures.

We want more of such novelties, and we are willing to pay for acceptable ideas that are really clever.

To that end we suggest that you run a slide in your theatre announcing the fact that the NEW SCREEN MAGAZINE is out for a lot of clever new ideas and that anyone and everyone is invited to send in clever suggestions and ideas that can be screened.

The NEW SCREEN MAGAZINE is the most novel reel of animated knowledge in the world today. We are making it better every week. Soon the picture theatre, vaudeville house and amusement resort will show the NEW SCREEN MAGAZINE because it pulls business and balances any and every program. It puts the "pep" in any show. See the latest release at your exchange.

Address—Editor—New Screen Magazine

UNIVERSAL FILM MANUFACTURING CO.

Largest Film Manufacturing Company in the Universe.

CARL LAEMMLE, President.

1600 Broadway, New York.

MacMurray in "The BIG LITTLE PERSON"

"A charming play of highest artistic excellence."
—Review.

"Delightfully sweet — the type of play that everybody loves. A play for the majority."

Naturally---It's a Universal Special Attraction

The World o

SCENES FROM HE
TIONAL NEWS
CURRE

1—(*Below*) *Lieutenant Omar Locklear, formerly of the U. S. Air Service, and* (*above*) *a remarkable shot showing him standing on the upper wings of his airplane ready to grasp the ladder suspended from the plane above. Lieutenant Locklear is the first man to successfully change planes in the air. His plane was flying* 2,500 *feet over Atlantic City at the time.*—Hearst News.

2—*Sergeant York, visiting Washington and being received by Secretary Tumulty, returns to his home at Pall Mall, Tenn., where he preached on Sunday in the church of which he is third pastor.*—Hearst News.

The Screen

ST NEWS, INTERNA-ND UNIVERSAL EVENTS

3—*First actual photograph of the NC-4 as she made fast to the tender of the U. S. S. Rochester in the harbor of Ponta Delgada. She has now reached Plymouth, England, safely, thus establishing the first trans-Atlantic flight record.* — International News.

4—*Casket containing the body of Edith Cavell carried from the church in Brussels and placed on a British gun cassion to be carried in state through the city and thence to England.*— Universal Current Events.

5—*Crew of the NC-4, with Lieutenant-Commander Read at the left, as they landed from the NC-4 in Ponta Delgada harbor.* —International News.

6—*First photograph to reach this country showing the badly wrecked NC-3, which came into Ponta Delgada harbor on her own power after sixty hours' buffeting at sea.*—Universal Current Events.

CARL LAEMMLE OFFERS

RUPERT

In the Big Saturday

THE FIRE

When six big dailies concur in their ideas on a film production you can take it as being a dead-sure winner.

If five out of six, or even four out of six gave a favorable review, you could still be assured of the production's bigness and money-making possibilities. Chicago critics joined hands in their opinions. All favorable. Some more glowing in their criticisms than others.

JULIAN

Evening Post Story

FLINGERS

The Chicago Daily News
The Chicago Eve Post
The Chicago Herald
The Chicago Eve American
The Chicago Tribune and
The Chicago Daily Journal

—praised "THE FIRE FLINGERS" in such words as these—"Good as its name"—"Modern—quick—nifty"—"Greatest Universal Picture of the year"—"Destined to bring happiness unto its makers."

"The pavements will resound to the tramp of many feet, especially of those who read the serial by Wm. J. Neidig in the Saturday Evening Post."

"One of the strongest pictures in years." "It has human appeal." "Rupert Julian, marvellous dramatic impersonator," etc., etc., etc.

Your nearest exchange will screen this Universal Special Attraction for you. SEE IT AND JUDGE FOR YOURSELF.

It's a Universal Special Attraction

Now Playing Big Houses Everywhere

HARRY CAREY has made so many new friends in the past year that his pictures don't come fast enough. Show him in all his early releases, such as: "Hell Bent," "Three Mounted Men," "A Fight for Love," "Bare Fists." Every one has the inimitable Carey atmosphere.

WHEN DOROTHY PHILLIPS made her great hit in "The Heart of Humanity," everybody said: "I knew she would." They were thinking of "The Mortgaged Wife" and "The Talk of the Town"—two Universal Special Attractions in which she opened their eyes—to stay open.

THE OUTSTANDING FEATURES in "Smashing Through" are the terrific speed of the action and the big chances that steel-nerved Herbert Rawlinson takes in putting this daredevil picture over. A story that every person in your audience will enjoy, no matter what their age.

UNIVERSAL SPECIAL ATTRACTIONS

MAE MURRAY has a part in "Danger, Go Slow" that gives the very fullest rein to her versatility. Which means that she'll captivate and amuse and entertain and thrill. This is a real "heart picture," with the happiest kind of an ending. Don't fail to show "Danger, Go Slow."

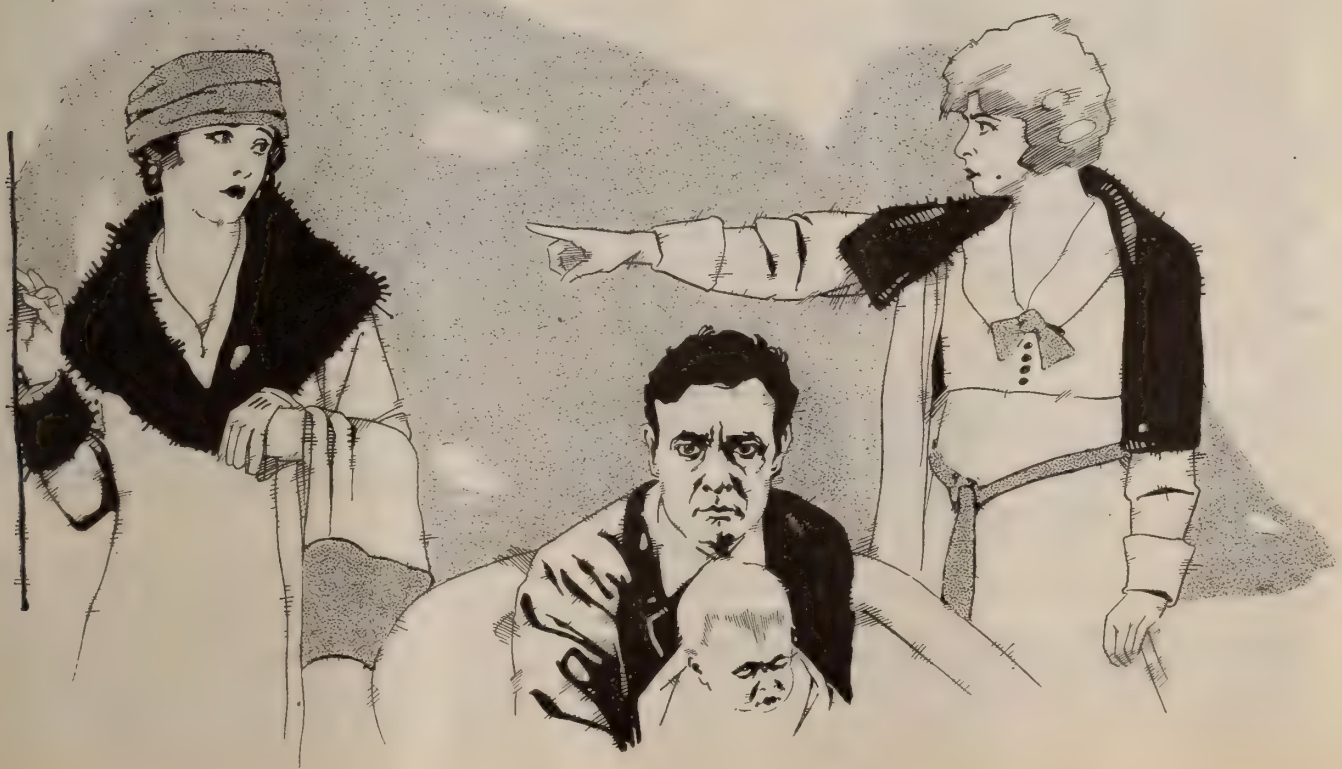
PRISCILLA DEAN, in "The Wildcat of Paris," created the biggest sensation of any actress on the screen this year. Everywhere, the receipts have been enormous. Here is a picture on which you simply can't go wrong. Ask your Universal Exchange for facts and figures.

FEAR of being found out—that's what creates the tremendous suspense in "The Amazing Wife," one of the most dramatic stories of the whole year and one in which Mary MacLaren will win the sympathy of every man, woman and child. View this powerful picture. You'll show it sure.

MONROE SALISBURY IN "THE BLINDING TRAIL"

A GREAT big picture of the frozen North, superb in its drama and rich in glorious scenics amid snow-clad mountains. The story of a big-hearted man ruined by one woman and rescued by another, thrilling in its pathos and throbbing with sympathy. A splendid supporting cast, including Helen Eddy, Claire Anderson and Arthur Maude.

Wid says—"By all means run this—It is sure to attract favorable comment"



"Publicity for Pretty Smooth"

BOY, PAGE NOAH WEBSTER!

It is a well-known fact that the underworld has a jargon of its own; that its inhabitants, representing the lower strata of society, have a slang lingo that is often unintelligible to the members of the upper strata.

The arch-portrayer of feminine crook roles, the adorable vixen of the screen, Priscilla Dean, who is now starring at the ..... Theatre in Bayard Veiller's famous drama of the underworld "Pretty Smooth," just produced by Universal, gives to the world herewith her tabloid dictionary of "crook slang," compiled through many weeks spent portraying underworld parts.

Baby-snatcher—kidnapper.

Booby-hatch—a "jaytown" jail or insane asylum—synonymous to crookdom.

Brass knucks—metal armor for knuckles, the thug's alternative for knock-out drops.

Box—a safe.

Bull—plainclothes policeman; sometimes any policeman.

Coop—cell.

Cover—mask.

Cush—money.

Dip—pickpocket.

Fence—purchaser of stolen goods.

Gat—a revolver.

Harness Bull—uniformed officer.

Hop—opium.

Ice—diamonds.

Jimmy—lockbreaking tool, instrument for house-entering.

Knock-out Drops—chloral, used in liquid to dispose temporily of victim.

Moll—a crook's sweetheart.

Snow—cocaine.

Soup—nitroglycerine for blowing safe.

Shot—to be "shot" is to have one's "mug" recorded for the Rogues' Gallery.

Stalker—a decoy.

Stoolie—the underworld spy employed by the police—stool pigeon.

Skirt—the crook's consort is his "skirt."

Stir—"In stir" is in prison.

Stretch—"Doing time"—length of sentence.

Thug—the lower stratum of underworld society.

Up the River—first used to designate Sing Sing on the Hudson, now means any penitentiary.

Watch—the crook's perisoope.

Yegg—the "scientist" of "the midnight profession."

KISSING IN THE "CLINCHES."

Being a practical young person as well as a romantic one, Priscilla Dean, whose vibrant screen play of underworld intrigue, "Pretty Smooth," will be seen at the ..... Theatre ....., believes that the popular expectation of the embrace between hero and heroine at the finale of the picture should not be disappointed.

The question of "to clinch or not to clinch" as the osculatory fadeout is termed in studio parlance is settled in the mind of Miss Dean, who believes in giving the public what the public wants and, the hero of course what he deserves!

Miss Dean says no girl is averse to being kissed—by the right man, and think of the millions of romantic young "in-loves" who see the pictures and sit in darkened film palaces with hands clasped!

"Many people sit through a screen play just for the last of it—the honeyed look and the passionate embrace that occurs between him and her when everything that has been fought for through six reels of celluloid has been attained," asserts the Universal star, "and since everybody wants to be happy why forego the happy ending?"

WHADDYA MEAN I'M TEMPERAMENTAL?

Priscilla Dean is the most untemperamental star at Universal City. For Miss Dean has opinions on the subject of temperament, and believes, with a certain great stage idol, that one's art is one's work and there is no place in work for temperamental fancies and foibles.

Yet who, seeing the superb little star in "Pretty Smooth," which brings her to the ..... Theatre ..... in a daring underworld characterization, will agree that the volatile and wholly charming actress lacks temperament?

"Temperament is too often an excuse for not 'playing the game,'" declares Miss Dean. "Temperament strikes me as being the Bolshevistic tendency of modern life. If one is splenetic or grouchy or just moody and wants to escape the consequences of acting in accordance with the mood, one lays it all to 'temperament.' The actress cannot afford to be temperamental for she has an important mission to fulfil and temperament hinders rather than furthers the attainment of all practical objectives!"

ADVANCE STORY.

All the tricks of the trade, and even the jargon used by professional criminals, have been acquired by Miss Priscilla Dean, famous as the portrayer of crook parts in photodrama, during her conscientious study of underworld methods which have made her work in past "crook" successes ring true to the life they depict. Not that Miss Dean ever expects to make any practical use of her knowledge except for the purpose it is now serving, but she goes on the theory that everything must be well done, even if it is the duty of picturing a notorious crackswoman or a feminine yeggman.

Miss Dean will be seen at the ..... Theatre next week in the latest Universal release, "Pretty Smooth."

Gertie Jones has a rare dramatic gift of being able to impersonate a French maid and the ability helps her in many an escapade where the mistress of the house learns later that she is the loser by several costly jewels. In the last picture Miss Dean, as Gertie, has been hired as a French maid in the home of Mrs. Harper, in San Francisco. The girl is trying to obtain a diamond necklace which represents a good sized fortune.

She attempts to open the safe during Mrs. Harper's absence, but bungles the job so badly that she is compelled to create an alibi. She cuts a hole through the window from the outside, calls the police and tells them she has interrupted a burglar at his work, but that he got away. In the meantime Jimmy Hartigan, the dean of all safe robbers, enters the scene just before the police arrive. After the yegg has opened the safe and obtained the diamonds, Gertie covers him with his own blue steel.

The unfolding of the story has been effected in a most absorbing way.

Nobody in the whole world can play the part of a beautiful adventuress like Priscilla Dean. You'll remember her in "The Wildcat of Paris"—well, here's one packed with the same swift action, but located first in San Francisco, then in New York—tremendously exciting, enormously human. Don't miss "Pretty Smooth"" at the ..... Theatre on .....

RAMIDAL
Adorable
Priscilla Dean
Appearing only in
UNIVERSAL SPECIAL ATTRACTIONS

"I do wish mice wouldn't come around while I'm cracking safes!"
There – I've gone and busted my pretty little drill!"
"I like your looks more every minute!"
"I never saw him before in all my young life!"
RANDALL

Priscilla DEAN

in a dazzling story by BAYARD VEILLER, author of "Within the Law"

"Pretty Smooth"

FIRST comes the Story—then the Star. And Hudson in Moving Picture World says of "PRETTY SMOOTH"—"It holds through every foot." While the Morning Telegraph says: "It has continuity, sympathetic appeal and a real human note." And WID: "The story is full of melodramatic action." No wonder! It was written specially for Priscilla Dean by Bayard Veiller, the man who wrote "Within the Law." You bet it's a good story!

AND Priscilla Dean—what more can we say of her than we have said—what more than your box-office will say when it hears that she's coming in "PRETTY SMOOTH"? The only star, male or female, who ever scored five smashing hits in five months, starting from "atmosphere" parts to flash into stardom with a brilliancy and a sureness that have never been equalled. See her right away in "PRETTY SMOOTH" and be your own best friend.

UNIVERSAL SPECIAL ATTRACTION

"Thank You!"

—Carl Laemmle

7th Universal Anniversary

THIS is my appreciation of your appreciation of what the Universal—seven years old—has accomplished in those seven years.

Never in my life have I received, or heard of any company receiving so many or such sincere telegrams, letters and telephone messages of congratulation on what the Universal has done, and is doing better than ever to-day, for the motion picture business.

Best of all, you have shown us that you mean every word you say—for the bookings received on Universal-made pictures during the past ten days surpass anything we have even dreamed of.

That is why I say, "Thank you!"

Such a splendid Anniversary encourages us to make some promises. We promise that the Universal will keep right on making the very best pictures produced to-day. We promise that our methods with you—and with the Public—and with other producers will be steadfastly maintained on the same high plane as in the past seven splendid years.

Watch us make good on every one.

Carl Laemmle

Service Page for "Pretty Smooth"

AT A GLANCE.

SUBJECT—"Pretty Smooth."
LENGTH—Six Reels.
STAR—Priscilla Dean.
PREVIOUS HITS—"The Wildcat of Paris," "The Silk-lined Burglar," "The Wicked Darling," "The Exquisite Thief."
DIRECTED BY—Rollin Sturgeon.
SCENARIO BY — Waldemar Young.
FROM STORY BY—Bayard Veiller, the noted playwright and author of "Within the Law."
SUPPORTING CAST — Francis McDonald, George McDaniels, Gertrude Astor, Walt Whitman, Claire Greenwood, Joseph Swickard, H. Milton Ross.
LOCALE—San Francisco and New York. The exclusive residential district and the underworld of both places.
TIME—To-day.
THUMB-NAIL THEME — The story of a maid who turns crook, helps the safe-cracker she loves, turns straight, reverts to the arts of crime to save him from being swindled and regains her footing on the straight path, starting toward her goal of happiness with a firm step.

ADVERTISING PUNCHES.

1—The fact that Bayard Veiller, author of "Within the Law" and "The Thirteenth Chair," wrote the story especially for Miss Dean.

2—The growing popularity of Miss Dean in crook plays of the unusual sort.

3—A ripping title.

4—The strong moral foundation upon which the play is built.

5—Rollin Sturgeon's direction, recalling his success as the director of "God's Country and the Woman" and "Destiny," with Dorothy Phillips.

6—The variety of locale; fashionable mansions, the underworlds of San Francisco and New York.

7—A glimpse of intimate police-work in the direction of which Sturgeon was assisted by an extra cast made up largely of regular police detective-sergeants.

8—Unbroken sequences of fast, logical action.

9—An exposure of the arts and crafts of safecrackers.

10—Unusually thrilling night scenes.

11—A set of sub-titles that would land in "Smart Set."

Story by Bayard Veiller.

Directed by Rollin Sturgeon.

CAST.

Gertie Jones	Priscilla Dean
Jimmy Hartigan	Francis McDonald
Mr. Hanson	George McDaniels
Mrs. Hanson	Gertrude Astor
Ex-convict	Walt Whitman
Nellie	Claire Greenwood
Judge	Joseph Swickard
Kersey	H. Milton Ross

FOR THE HERALD.

To know her was to love her.

To embrace her was to lose your watch.

Gertie Jones, skilled in the delicate artifices of crime, was getting by beautifully as Maria, the French maid, in the home of Mrs. Harper.

Gertie Jones, known to the craft as "The Chatterbox," had got herself hired in the home of Mrs. Harper just to lift a diamond necklace, valued at $40,000.

She tried to open the safe by listening to the clicking of the tumbles in the lock. This was Jimmy Hartican's method.

But Gertie was too fumble-fingered, and the safe remained safe. She scratched the safe, too, in her attempt. Seeing her technique was woeful, she telephoned the police, telling them of her interrupting a burglar at work.

Just as she hung up the receiver, Jimmy Hartigan stepped jauntily through the window.

Gee! Here's a situation, and the police coming, too! See how it worked out in "Pretty Smooth" at the ..... Theatre.

The story was written especially for Priscilla Dean by Bayard Veiller, author of 'Within the Law" and "The Thirteenth Chair." It was filmed at Universal City under the direction of Rollin Sturgeon, and is conceded to be the greatest crook play Universal has filmed, not excepting "Come Through.'

ADVERTISING DISPLAY LINES

To know her was to love her. To embrace her was to lose your watch.
The flashing fire of a $40,000 diamond necklace was the beacon that lured her to the rocks.
The grand jury's indictment was her marriage license.
When thieves fall out honest men go to the penitenitray.
You can't crack a safe without machinery, said Gertie Jones, but Jimmy Hartigan knew better.
The latest master crook drama by Bayard Veiller, author of "Within the Law' 'and "The Thirteenth Chair."
See the star of "The Wildcat of Paris" in her greatest crook melodrama.
"Gertie Jones, you little fool!
Queen of the empty bean!"
"Forty thousand dollars worth of cracked ice in there, and you on the outside looking in."
"You're tempting me to steal. Oh, how terrible!"
"I'm going to count five, and if you haven't told me where the money is, I'm going to kill you."
"You little devil! You funny little devil!"
"So—you've framed me!" "Certainly—what was you lookin' for, a pink tea?"
"Ah, nevah goin' to open mah mouf agin, not even to eat watahmelon!"

Posters for Priscilla Dean in "PRE

"I wouldn't lie to you for the world madam, honest I wouldn't"
"I watched him work with a laugh up my sleeve"
"Please go easy with him officer he's my — my sweetheart"
"Hand them over Jimmy that's a nice little boy"
"I was getting along beautifully when I heard a window open"
PORCH
PRISCILLA DEAN in "Pretty Smooth"
A DRAMA OF CLEVERNESS
by BAYARD VEILLER
AUTHOR OF "WITHIN THE LAW"
A UNIVERSAL PRODUCTION
DIRECTED by ROLLIN STURGEON

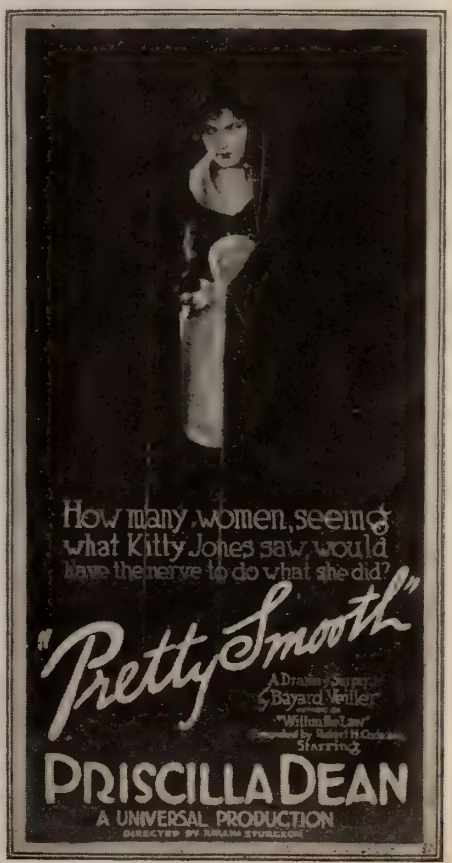
A one-sheet which combines novelty with effectiveness. You have noticed, no doubt, the diagrams with which sensational newspapers are occasioned to describe the scene. This is the same idea carried out even more interestingly. Buy a lot of these posters and be sure to place them in places where they can be seen close up. They are no good on top of a forty-story building. Keep them on a level with the eye. Put one near the box-office and see the crowd collect in front of it.

TY SMOOTH"

HERE are five of the posters used on the Priscilla Dean subject, "Pretty Smooth." Note particularly the novelty one-sheet on the opposite page. The twenty-four sheet is made by stripping a name and date sheet strip on the portrait poster. These posters are worthy of one of the very best Dean subjects yet.

One-Sheet Poster.

Six-Sheet Poster.


How many women, seeing what Kitty Jones saw, would have the nerve to do what she did?
"Pretty Smooth"
A Drama by Bayard Veiller
PRISCILLA DEAN
A UNIVERSAL PRODUCTION
DIRECTED BY ROLLIN STURGEON

Two Three-Sheet Posters.

JOE MARTIN SOLILOQUIZES

Sore?

Of course I am.

Other actors are getting anywhere from a thousand to a million a week for a few minutes work a few days a few weeks a month.

They have secretaries and private dressing rooms. They get mash notes. They live on the fat of the land.

And here am I, a better actor, making millions of people laugh like fools. I work any time I'm wanted. I have no secretary. Nobody ever wrote me a mash note.

And what do I get for it? A hunk of meat and a piece of cheese if I'm lucky.

I have to sleep in a zoo with a lot of damn animals.

I'm the greatest screen star in the world but I am treated like a regular dog.

Men who own moving picture theatres are getting rich by showing my stuff on the screens. But not one of them ever said a kind word to me. They write to the boss of the Universal and ask for more of my pictures, but what in hell good does that do me?

I'm neglected. I'm not half appreciated.

Sore?

You bet your head I'm sore. I've got a darned good notion to go out and kill a few helpless old women and then eat a whole plateful of worms.

Harry Carey

GREATEST OF ALL WESTERN CHARACTERS

"BARE FISTS"

in

UNIVERSAL SPECIAL ATTRACTION

PRISCILLA

Adorable Priscilla Dean in

"THE WILDCAT OF PARIS"

No screen actress of past or present ever startled the photoplay-loving public as did Priscilla Dean in her amazing characterization of the wildcat in her sensational success—"THE WILDCAT OF PARIS" that is still playing to capacity wherever shown. HAVE YOU SHOWN IT YET?

Adorable Priscilla Dean in

"THE WICKED DARLING"

Miss Dean's human-ness in—"THE WICKED DARLING" is of that appealing type that arouses sympathy in her penitence and captivation when she's a bad, bad girl. Audiences everywhere by the most vigorous of applause have set their seal of approval on this splendid Priscilla Dean feature.

DEAN the Adorable

Adorable Priscilla Dean in

"A SILK LINED BURGLAR'

Lavishness to a degree that would send this production across to you as one of the biggest things of the season, characterizes "A SILK-LINED BURGLAR" throughout. Miss Dean never appeared to more perfect physical advantage than in—A SILK-LINED BURGLAR." It's one of the few big hits of the season.

Adorable Priscilla Dean in

"THE EXQUISITE THIEF"

Again in—"THE EXQUISITE THIEF," Miss Dean wins you with her delectable personality. If ever a title personified the player "THE EXQUISITE THIEF" certainly does Priscilla Dean in this startling play. If you wish to IDENTIFY your house as the finest in your territory, you'll play these Dean pictures, and you'll let the whole world know that you've got them.

SPECIAL ATTRACTIONS

HAVE YOU SHOWN

Mrs. Charlie Chaplin

MILDRED HARRIS

IN ALL HER BIG

LOIS WEBER

Triumphs?

Obtainable only thru

JEWEL Productions INC

1600 Broadway : New York City

"Borrowed Clothes"
"The Doctor and The Woman"
"When a Girl Loves"
"The Price of a Good Time"
"For Husbands Only"
Two Big New Ones COMING
"HOME" and "FORBIDDEN"
Watch for Further Announcement

ABE MARTIN says:--

Whoever went in a home where some member o' th' family didn't say, "Here, take this chair, it's more comfortable!"

Lots o' married folks think ther happy when ther only used t' it.

(From New Screen Magazine.)

"Stop, Cease, Hesitate."

Star Comedy.

Simplicimus Mustard.....Neal Burns
Stenographer .....Josephine Hill
John Rogers, Jr.....Jimmy O'Shea
John Rogers, Sr.....J. J. Bryson
A Clever Blonde.....Gertrude Astor

JOHN ROGERS, Jr., is president of the Rogers Hardware Co. in name only, as John only visits the office to sign the payroll and that is Saturday. Rogers, Sr., meets him in the office and informs him that he, John, Jr., is passing through the damphool age and needs a gardian. John denies this and insists that he sticks to business—on Saturdays. John has a spasm of good resolutions but a pretty blonde, whom he bumps into outside the building, brings him out of it. A speedy flirtation and she accepts his invitation to lunch.

Meanwhile dad calls in Neal, his bookkeeper, and Helen, his secretary, and gives them instructions regarding the guardianship of John.

In a quiet corner of the café, while John is flattering the pretty blonde, she lifts his diamond scarfpin and watch. Then excusing herself to 'phone a friend she fails to return, and John finds that in addition to the other articles his wallet is missing, and he has to leave his overcoat for the bill.

At a book stall is one Simplicimus Mustard, a searcher of mysteries of the past. As John is about to be run down by a machine, Simplicimus rescues him—whereupon John decides he really needs a guardian and engages the bookish, be-goggled chap.

At the club Simplicimus (called Simp for short) won't let John smoke or drink. In a poker game, Simp tells him his opponent has four aces and not to bet. This precipitates a riot and Simp is knocked out. Recovering, he proceeds to clean the place, after which he tells John that he warned him fighting was dangerous.

But John imagines he has escaped from Simp and flirts with another pretty woman in the park, but just as John is about to steal a kiss, Simp comes between them and warns John that the germ of osculation is dangerous. John bawls him out and walks away with the girl, when in comes Simp with a newspaper article which says the woman is out on bail after a jury disagreement as to how she murdered her fifth husband. The girl faints in Simp's arms, and John is cured. He makes an appointment for Simp to meet his father at three that afternoon.

While in his father's office in walks the girl from the park. John calls her a murderess, but dad laughs and says it is his secretary. Then in comes Simp, whom dad introduces as Mr. Scott, his bookkeeper. Then, as Neal tries to make up to the stenographer, Mr. Scott takes her away and informs John that she is his wife—and John flops.

It's Universal Anniversary Month.

"Beauty and the Boob"

Two-Reel L-Ko Komedy.

(*Copyright* 1919 *LKo Motion Picture Ko.*)

CALAMITY CLARA was one of those unnecessary beauties whose face was not her fortune. Her husband Percy was in love with her fortune, and that is how she came to have a husband at all. Percy was flirtatious. He always passed roast beef up for chicken.

Mr. and Mrs. T. Kettle were spending their honeymoon at the Biltless Hotel and when Percy dear invited Mrs. T. Kettle to dinner, Mr. T. Kettle began to boil over.

Poor Clara's heart was broken when she saw how Percy fell for the beautiful women. She visited the beauty parlor in the hotel and through their machinations was transformed into a beautiful creature. Percy is about to run away with Mrs. T. Kettle when Clara comes along and is espied by Percy. Once again Percy's heart takes flight, and just as he is about to kiss the beautiful unknown he dicovers her to be his own wife. She scorns him and goes for a dip with Mr. Coff. E. Pott. Ma Coff. E. Pott is greatly stirred up when she discovers friend husband making love to Clara. A general mixup of husbands and wives ensues, which ends in the usual happy everafter.

SYNOPSES OF "STOP, CEASE, HESITATE," "BEAUTY AND THE BOOB" AND HEARST NEWS.

Hearst News,

No. 22.

Gallant Little U-Boat Chasers Return Home.—Tiny craft that operated in European waters for fourteen months make port to be "demobilized." —*Boston, Mass.*

"War's Greatest Hero" is Guest at Capital.—Sergeant York, slayer of 25 Germans and captor of 130 others, leaves the White House with Secretary Joseph Tumulty and Representative Hull.—*Washington, D. C.*

Hawker and Grieve are Rescued in Mid-Ocean!—Scenes at St. Johns, N. F., showing the daring Australian aviators about to depart on their historic attempt at a non-stop flight to Ireland.

Firemen Burn Whale Cast High on Beach (Omitted from San Francisco, Los Angeles and Baltimore).—Monster is set afire as easiest means of getting rid of mountain of flesh.—*San Francisco, Cal.*

Huge Submarines Join Uncle Sam's Big Navy.—Two of the newest type undersea boats—the AA-3 and the R-9—are launched to guard our coast line.—*Fore River, Mass.*

"Hank" Gowdy is Hero of Boston Ball Fans (Omitted from Baltimore).—First baseball player to enlist in the army is presented with a gold watch and $600 in Liberty Bonds by Mayor Peters.—*Boston, Mass.*

Cornell Oarsmen Beat the Princeton 'Varsity (Omitted from San Francisco and Los Angeles).—Crowds witness exciting race between crews of two big colleges.—*Ithaca, N. Y.*

Leaps From Plane to Plane While in Flight! — Remarkable pictures showing Lieut. Locklear in daredevil aerial acrobatics and jumping from one swift-moving machine to a rope-ladder attached to another.—*Atlantic City, N. J.*

Pershing Greeted With Joy by Luxemburgers.—Official pictures released by the War Department, showing the historic scenes enacted when the Americans entered the tiny buffer state.—*Grand Duchy of Luxemburg.*

"Indoor Sports" Cartoon by "Tad." —"Panning the Guest of the Evening."

Carl Laemmle offers

DOROTHY PHILLIPS

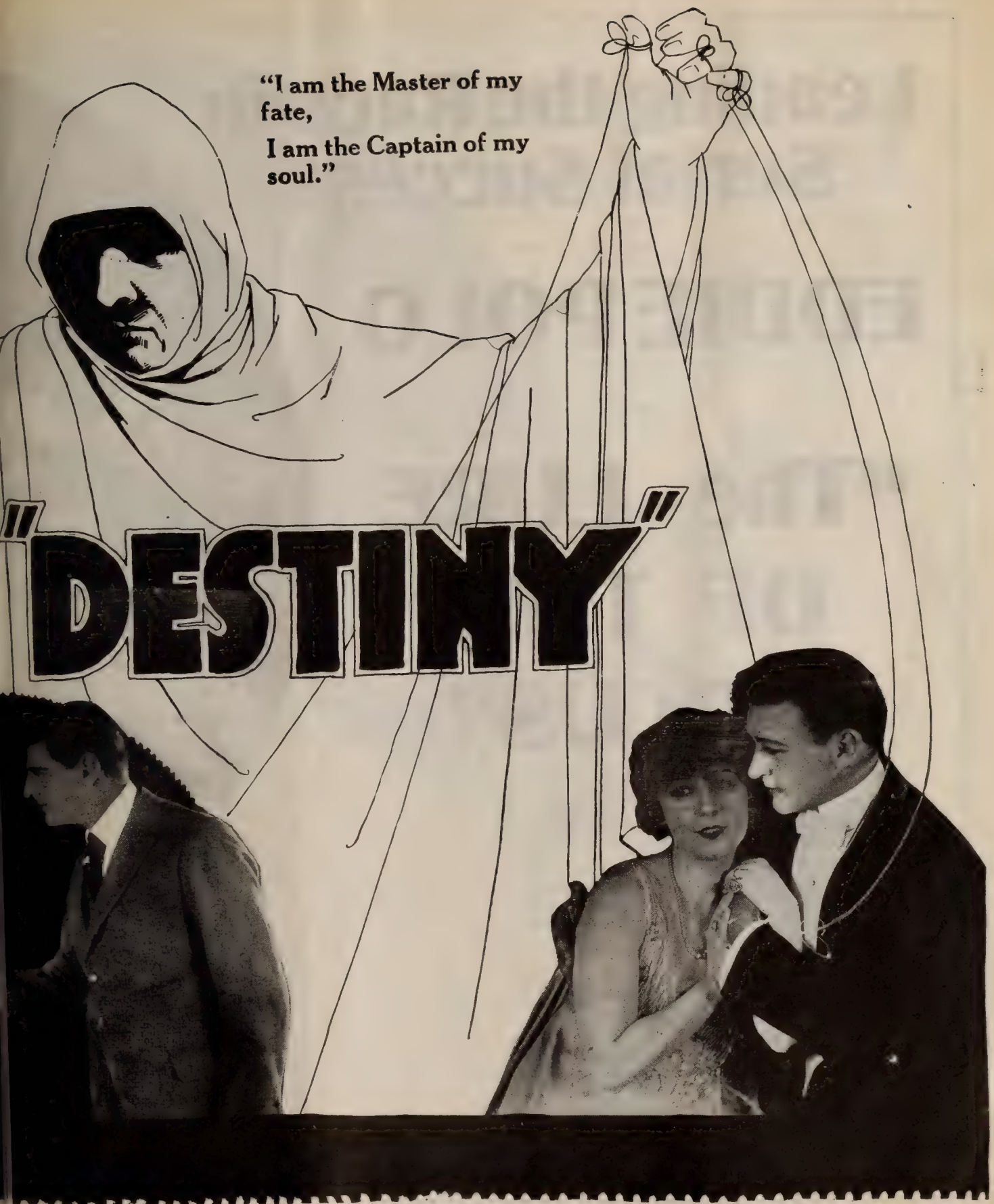
IN

Directed by Rollin J. Sturgeon, the dazzling star of "The Heart of Humanity," is here to give your people another great picture, another big thrill. To give you a chance to cash in on the fact that more people are seeing Dorothy Phillips today than any other actress on the screen.

The tremendous story of three men and a woman who fought the powers of Fate, each in their own way, each to learn their own lesson—each to reap their due reward or pay the price.

A title that will pull like a magnet and a Star whose popularity is nationwide. A Production superbly staged and a Story that none will ever forget. These four things mean Entertainment—and Money. See this fine picture today.

JEWEL Productions Inc.
1600 Broadway New York City


"I am the Master of my fate,
I am the Captain of my soul."
"DESTINY"

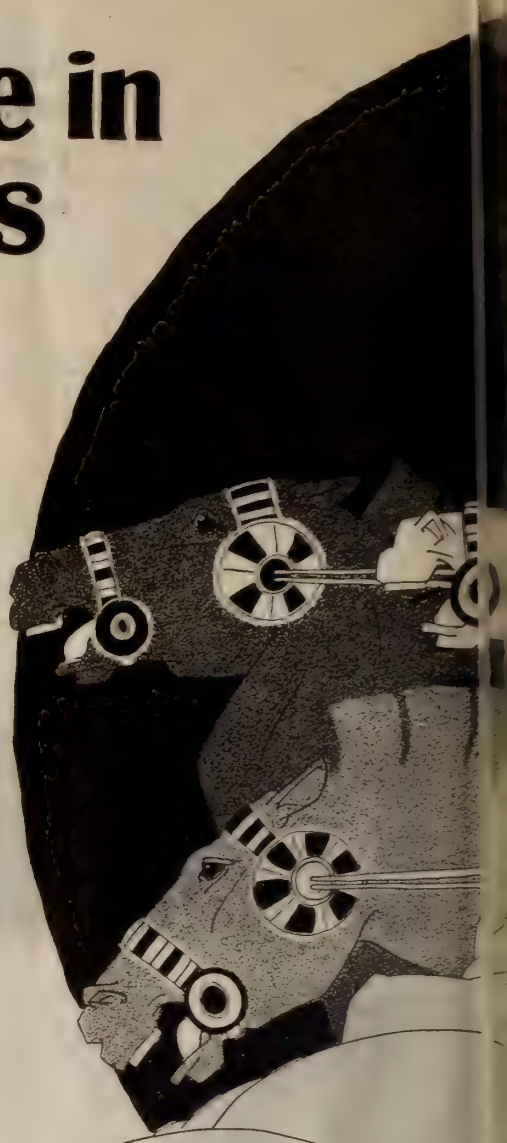
Leading the Race in Serial Success

—o—

EDDIE POLO

—in—

"The LURE OF THE CIRCUS"



POLO'S sensational success in—"THE LURE OF THE CIRCUS" is the talk of the trade. Polo introduced the strong arm style of serial that has taken the whole country by storm. In contrast to his dynamic style of action, Eileen Sedgwick's beauty made "THE LURE OF THE CIRCUS" a sensational winner.

In story, scenes, settings, action, plot, thrills, suspense, it is simply immense. POSITIVELY NO SERIAL COMPARES WITH IT.

There have been circus stories on the screen before, just as there have been other types of story, BUT the difference between "THE LURE OF THE CIRCUS" and other serials is—that this serial stands the crowds out in line, crowing to pay their good money to see each episode.

Properly Advertised

—"THE LURE OF THE CIRCUS" will prove a guaranteed weekly profit bringer that will amaze you. DON'T TAKE OUR WORD FOR IT IF YOU DON'T WANT TO. But DO ASK any exhibitor you know that has played it and see what HE says, or go see it screened at any Universal Exchange. THAT'S THE WAY TO DO IT.

Carl Laemmle offers

Dorothy Phillips in

The Jewel Production

From the NATIONAL THEATRE Pharr, Texas: "We paid a big price for 'THE HEART OF HUMANITY' and played it against 'HEARTS OF THE WORLD'—opening demonstrations of LIBERTY LOAN DRIVE —SCHOOL BANQUET—and three nights of rain. They couldn't stay away from it. Greatest picture ever screened. We have never seen anything to equal it."

From the REGENT THEATRE Wichita, Kansas: "Packing theatre on 'HEARTS OF HUMANITY.' This is sixth day and business has increased daily. Audiences went wild over picture. Raised my prices to 25c matinees and 50c evenings. Expect to play several return engagements."

From Cleveland, Ohio, BRONX AMUSEMENT CO.: "Hundred of people bought tickets in advance for a theatre that does not sell reserved seats. Played it in both our houses simultaneously. Never have done such a thing before. Should have booked it for a solid week. Sorry we didn't. Congratulations."

From Holly, Colo.: " 'Heart of Humanity' is a winner. Words fail to describe it. Made the biggest hit ever made in Holly. Could not accommodate the crowds. Thanks for the pcture and your business methods.

Humanity

WILL LIVE FOREVER

attendance and profits to Exhibitors

From H. A. Ragle, PALACE THEATRE (Telegram):
" 'HEART OF HUMANITY' BIGGEST AND GREATEST PICURE WE HAVE EVER RUN, 'BIRTH OF A NATION' NOT EXCEPTED."

rom GRAND and ORACLE THEATRES, Rock Springs, Wyo.: " 'HEART OF HUMANTY' broke all records in this town. Attendance receipts and profits beat 'THE BIRTH F A NATION' and 'HEARTS OF THE WORLD.' Congratulations to Universal."

rom Halifax, N. S.: " 'HEART OF HUMANITY' smashed all records for business in this heatre. Audiences agree greatest picture ever shown in Halifax, and we've shown them ll. My hat off to Carl Laemmle and Holubar.

rom Des Moines PLAYHOUSE: "Showed 'Heart of Humanity' to capacity. Best picure I have ever run. Picture went way over the top with me. I can safely say that it is he GREATEST PICTURE and one that will live forever.

rom Omaha, Neb.: " 'Heart of Humanity' went four days here to he biggest crowds in the history of the city. I recommend it as the reatest picture of all time. I made more money than I ever dreamed I ould make on any picture of the same length."

C. KRUMEREI, Mgr.,
Magic Theatre.

HAVE YOU SHOWN IT YET?

SYNOPSES OF "BURIED ALIVE," "KINGDOM COME," "THE LOST MILLION."

"Buried Alive."

Episode 2.

ELMO, THE MIGHTY.

ONE of Rawden's men rides away with Lucille, a prisoner; Armstrong pursues, knocks the ruffian from his horse with a mighty punch, and catches Lucille in his arms, drawing her to his horse. Meantime the Phantom Rider enters a cave, carrying the hand-bag containing the fortune and the documents, the possession of which are vital to both Richard Gray and his enemies, Blighton and Sear, and the National Timberland & Milling Syndicate.

Gray, who believes he has killed Banker Strang, is about to leap to death and thus pay the penalty for his rash act. Before this he sends a note to his daughter, Lucille, telling his tragic story, and also the hiding place of the hand-grip.

Before plunging into the timberlands for the last time, Gray meets his servant Wong and sends him to Lucille with the note.

Wong meets Lucille and Gray and hands her the note. Rawden, Blighton's hired ruffian, creeps upon the two and listens. Lucille reads the note and is staggered.

"My father did kill Strang, and has hidden the documents," she says in agonized tones.

She hands Gray's missive to Armstrong, who reads it in silence, then burns the note. Rawden creeps away angered. The secret which means so much to his employers, Sear and Blighton, now is only the mental possession of Lucille and Armstrong. Rawden follows Armstrong and Lucille, who ride to the tunnel to search for the hand-bag. Armstrong enters. Rawden gets dynamite and causes a landslide which makes Armstrong a prisoner in the tunnel. Then Rawden pursues Lucille.

Meantime, Richard Gray climbs to a towering pinnacle, over the "River of Death," and leaps down into the treacherous waters, which are said never to give up the bodies of its victims. Blighton witnesses this act with satisfaction, for he intends to attach the whole blame of the Government swindle upon the dead man.

The blasts set off over the tunnel cause the log supports to give way, pinning Armstrong to the earth, forcing his feet lower and lower in the muddy ooze. Finally he drops to a water tunnel directly under the wrecked cavern. The water washes Armstrong out on the mountain side. He rushes away on foot to rescue Lucille, now captured by Rawden. Armstrong sees the means of pursuit in the fast-flowing waters of the flume. He tosses a log into the flume, mounts it and speeds downward, in the direction taken by Rawden. Armstrong swings from the flume log to the branch of a tree, descends and intercepts Rawden and two other villains.

But the outlaw's horse, upon which Lucille is tied, runs away and goes to the cabin where Blighton's and Rawden's ruffians are gathered.

Blighton makes Lucille a prisoner. After more battling, gun fights and falls over cliffs, Armstrong reaches the cabin. Here he battles valiantly with the crowd of roughs, but his feet are roped and he is tied up a prisoner.

At Blighton's command, one of the ruffians puts a knotted rope around the helpless Armstrong's head, and twists this instrument of torture to make Lucille surrender the secret of the hand-bag's hiding place. Knowing that such a revelation will bring dire disaster to her father and herself, Lucile defies Blighton. The torture of Armstrong continues.

"Kingdom Come."

Two-Reel Western Drama.

GINGER, a dance hall girl, at the Green Lizard, receives a letter from her father, stating he is bringing her son to her, because since her husband broke jail the child is no longer safe with him. Coming across the desert the old man dies and is buried by Blue Blazes, a prospector. He takes a large roll of money from the old man's pocket and with the child starts toward town.

Entering the saloon, Blazes puts the sleepy boy in a bunk. He insists on saying his prayers, but can't remember what comes after "kingdom come." Blazes, in a quandary, mounts the bar and announces that somebody must help him finish the Lord's Prayer.

Ginger comes to the rescue, and says the prayer in the middle of the dance floor. Blazes returns to the boy and repeats the prayer, and the child falls asleep satisfied.

Blazes asks Ginger to care for the boy until his return. Before leaving Blazes asks Ginger to marry him, but she says, though she loves him, she is already married. A stranger creeps around the side of the house and sees Blazes handing the boy's money over to Ginger.

In the desert Blazes finds in a pocketbook near the old man's grave a picture of Ginger and the boy, and starts back toward town again. The stranger is Ginger's husband. He takes the money Blazes has given her. Ginger starts out after her husband, followed by Blazes. Ginger catches her husband and tells Blazes who he is, and he is placed under arrest. Blazes tells Ginger the boy is her son and shows her the picture. In trying to escape from the sheriff, the man is killed, so Ginger and Blazes start life anew—together.

Abe Martin says:

Miss Fawn Lippincut bought a set o' Dickens t'day, payin' fifty cents down an' th' rest eventually.

Of all th' fiction a railroad folder is the worst.

(*From New Screen Magazine, No.* 17.)

"The Lost Million."

"RED GLOVE"—Episode 14.

BILLIE escapes unhurt from the perilous leap, and after the conductor and passengers have assured themselves that she is not hurt, she makes her way to a cabin, and is surprised to find Tia Juana and Jose, whom she had feared were drowned, there in the care of a fisherman. But Wiley and the Vulture, thrown off the track momentarily, soon discover Billie's whereabouts and break in on the reunited party. They soon overpower the fisherman and are taking Billie away when Dan appears on the scene in answer to a telephone call from Billie. Billie tells Tia Juana that she will send Dan back for her and Jose. It is her intention to take them to Limasito and leave them there for safe-keeping while she investigates her parentage at Topaz Gulch.

Meanwhile Vernon has had a serious argument with his family, who refuse to believe that Wiley is acting anything but the part of a friend. Vernon, however, decides to start an investigation of his own. He arrives at the station just as Billie and Dan are taken by the Vulture and Wiley. Fearing that she will lose the proofs, Billie puts them in Wiley's pocket unknown to him. Wiley ties Billie to a coupling pin of a freight car as a string of cars starts down upon her.

Eddie Polo

in his wonderful series of big Two-Reel WESTERN PRODUCTIONS—the famous "CYCLONE SMITH" STORIES

NO theatre, from the finest first run house down to the smallest, should overlook these masterful "CYCLONE SMITH" stories, featuring the Box-Office Star—EDDIE POLO. These are Big New special two-reel productions, unlike any two-reelers you've ever exhibited.

Special in story (each story complete in itself). Special in direction, special in action, special in tinting, titling, and special ad props for every picture. You have but TO SEE these productions to understand what we mean by SPECIAL—SPECIAL—SPECIAL. Don't confuse these SPECIALS with anything else. They are on a higher plane of production, and will inject the punch to make your balanced program. They're going BIG. Better see your nearest Universal Exchange.

CONTRACT NOW THROUGH ANY UNIVERSAL EXCHANGE

NOW

Booking thru all Universal Exchanges

FREDERICK D. GARDNER
GOVERNOR

Executive Office
State House
Jefferson City, Missouri

May 2,1919.

Universal Film Exchanges, Inc.,
St. Louis, Mo.

My dear Mr. Rosenthal:-

I want to take this occasion to express to you my appreciation of your great picture, "The Heart of Humanity." It is wonderfully realistic. The story is well told and magnificently portrayed. I want to congratulate you upon the splendid success you have attained in this work.

Faithfully yours,

Frederick D. Gardner.

To

Hon. Barney Rosenthal,
Jefferson City, Mo.

GREATEST EVER.

Salamanca, N. Y., May 7, 1919.

Universal Film Exchanges, Inc.
Buffalo, N. Y.

My dear Mr. Hopkins:

We played your feature, "The Heart of Humanity," for a two-day engagement. The picture went over BIG and pleased everybody. The box office statement was one of the season's best, and we cannot recommend the feature too highly. Thanking you for the past favors extended, and hoping you will have another worthy successor to "THE HEART OF HUMANITY" in the very near future, we are

Yours very truly,
ANDREWS THEATRE.
By Max Andrews, Manager.

ONE OF SEASON'S BEST.

Boone, Iowa, May 7, 1919.

Universal Film Exchanges,
Des Moines, Iowa.

Dear Mr. Frisch:

Just closed a two-days' run on "THE HEART OF HUMANITY," the greatest production ever thrown on our screen, or any other screen. The press and general public acclaimed it far superior to any other picture, and every one said it was worth more. Turned them away yesterday and will have to play a return. Congratulations on the greatest production ever screened to date.

Yours truly,
BROWN & ANDERSON,
Princess Theatre, Boone, Iowa.

"Heart of Humanity Cleaning Up"

GREATEST WAR PICTURE
EVER SHOWN HERE.

Atascadero, California,
May 16, 1919.

Universal Film Exchanges, Inc.,
San Francisco, Cal.

My Dear Sirs:

We are very pleased to say that the picture that you supplied, "The Heart of Humanity," was shown to a capacity house here and was highly appreciated by all our patrons. It seemed to be the general opinion that it was undoubtedly the greatest war picture ever shown here, and all the big pictures have been seen upon the screen at Atascadero. It is undoubtedly the best picture since Griffith's masterpiece, "The Clansman," and we hope to arrange a return date with you in the near future. If you have any other pictures by the same author and with the same star, please let us have particulars so that we can arrange a booking. We are

Very truly yours,
Lewis Foundation Corporation.
(Signed) By J. T. Edwards.

THE GREATEST PRODUCTION MORTAL MIND HAS CONCEIVED

May 8, 1919.

Universal Film Exchanges, Inc.
San Francisco, Cal.

Gentlemen:—

It has been my great pleasure to have played Allen Hollubar's masterpiece, "The Heart of Humanity," at this theatre for one solid week, this in itself being out of the ordinary from the fact that the most a picture plays in a town of this size is four days.

Innumerable patrons came to see the picture three and four times, while others truthfully admitted staying to see it over again.

In attendance it broke all records with one exception, and over and over again has been proclaimed by ministers and regular patrons the greatest production ever screened, and personally believed that it is the greatest picture that mortal mind has yet conceived.

Very truly yours,
Kinema Theatre, Fresno, Cal.
(Signed) B. A. Goodman, Manager,

COULDN'T STAY AWAY

May 1st, 1919.

My Dear Mr. Depinet,

Dallas, Texas.

We paid a mighty big price for five nights on "Heart of Humanity" and played against "Hearts of the World," opening demonstrations of Liberty Loan Drive, School Banquet on change of Faculty, with three nights of rain. They couldn't stay away from the greatest picture ever screened, and we made some money. We have never seen anything to equal it. Yours truly,

(Signed) W. E. GAGE,
National Theatre,
Pharr, Texas.

ROYAL
APRIL 21·22·23·24
THE PICTURE THAT WILL LIVE FOREVER
A PICTURE FOR THE WHOLE FAMILY
THE BIGGEST PRODUCTION IN TEN YEARS
MATINEE 25¢ AND 35¢
EVENING 25¢ AND 50¢
IT'S CHEAPER TO GO TO THE MATINEE
THE HEART OF HUMANITY
DOROTHY PHILLIPS
THE HEART OF HUMANITY

Royal Theatre, Hutchinson, Kansas.

SYNOPSES OF "A STAR OVER NIGHT," CURRENT EVENTS, No. 22; SCREEN MAGAZINE, No. 17, AND INTERNATIONAL NEWS, No. 22.

DAVID BELASCO in

"A Star Over Night."

Written by Ann Irish.

BRYANT SEYMOUR, an author and dramatist, had struggled for years in the attempt to secure a hearing for his plays. And it was not until he had attracted the attention of Mr. Belasco that he saw opportunity looming up decisively ahead of him.

He boards with Mrs. Leland, a retired actress, and her niece, Jane Wolf. Jane is to have a part in the new play, but is so ambitious that she learns the leading part in the play by heart and in fact knows it better than the leading woman herself. Beatrice Wright, the leading woman, is backed by a wealthy clubman by the name of Philip McFarland, and he is interested in the production. He finds before long that Beatrice has set her cap for the author of the play and a series of quarrels result in McFarland withdrawing his support from both the play and the lady in question.

Jane and Seymour quarrel for the same reason, though Seymour is not at fault, he doing all in his power to make the leading lady realize that he cares for Jane and not for her. This condition enrages Beatrice and she vows to get even with them.

Mrs. Leland, not wishing to see the play shelved after McFarland had withdrawn, goes to Mr. Belasco personally and offers her savings if only he will not shelve the play, but Mr. Belasco assures her that the play will not be shelved but will go on as scheduled.

During the rehearsals Mr. Belasco realizes what Mrs. Leland and Mr. McFarland have realized for a long time—that he has a find in little Jane. The opening night gives him an opportunity to try her ability to the utmost.

Shortly before the curtain rises Beatrice learns that McFarland has thrown her over and she also sees how very much Seymour cares for Jane. In a fit of pique she decides to leave Mr. Belasco in the lurch, thinking, of course, with her presence out of the cast the play cannot possibly go on.

When Mr. Belasco arrives, he is told that Miss Wright has refused to go on, and has left, vowing that they would not be able to locate her. Immediately he calls Seymour into conference, and it is then suggested by Mrs. Leland that Jane can do that part. Mr. Belasco acts upon his previous thought and asks Jane if she can make good in the part. Jane only asks but the chance. She goes on in a spirit of great determination but terrific nervousness. Beatrice has been notified what has happened by her maid, and she immediately returns to break up the play, but is prevented by the combined efforts of Mrs. Leland and Seymour. The play ends in a triumph for manager, author and star. Beatrice then confronts Mr. Belasco, calling his action an outrage, but Mr. Belasco quietly tells her that his players are engaged on their merits and that the play will go on without her. She leaves thoroughly ashamed, and Seymour and Jane tell each other that being a successful playwright and a star over night are both pretty much the same and that hereafter they will work together.

Current Events, No. 22.

Yankee Cruiser Off to Aid Troops in Russia.—Crew of the U. S. S. Des Moines get her ready for the trip to Archangel, where she will join the Allied forces.—*Harwucj, England.*

Teach Bee Culture to Disabled Soldier Boys.—Lads from the Walter Reed Hospital examine hives as guests of the Department of Agriculture.—*Washington, D. C.*

American Girl is a Real Master of Sport.—Wellesley College students handle their eight-oared shells like the best crews of the biggest Universities.—*Wellesley, Mass.*

"Gobs" March in Naval Victory Day Parade.—Gallant lads who swept the seas clean are accorded a rousing reception by the Pacific Coast metropolic.—*San Francisco, Cal.*

Jews Protest Against Massacres by Poles.—Thousands take part in demonstration calling for end of programs in Poland, Lithuania and Galicia.—*Boston, Mass.*

Yankee Seaplane Crosses Atlantic! Lands at Azores!—Ponta Delgado, Azores.

Belgium Pays Tribute to Edith Cavell.—The body of the heroic English nurse who was murdered by the Germans is removed amid impressive ceremonies from its resting place in Belgium to England.

Screen Magazine, No. 17

MR. GROWN-UP, do you remember those first warm days of Spring when you and Skinny and Fat and Red and the rest of the gang played hookey to go swimming? Screen Magazine No. 17 this week will take you back to those happy days and the ole' swimming hole. Did you ever stop to think how the three millions of people would get to business and back again every day if it were not for the subway, the "L" and the surface cars. Once again we've got to thank old Ben. Franklin, and it's all done by the pressure of a finger on a button. Ask your returned soldier friend to give you his gas mask. It's a very handy thing to have around, especially when somebody's eating limburger cheese. Try it when you're peeling onions. Although almost out of a job because of profiteers and wartime prices, the "honest penny" can still supply quite a little joy. It's worth your admission price just to see these kiddies enjoy their lollypops, and thank goodness the price of a scented stick of "stenog's delight" still sticks at a cent.

International News, No. 22.

Many Killed; Hundreds in Explosion!—Forty reported dead as result of gasolene blow-up that wrecks starch factory.—*Cedar Rapids, Ia.*

Lands Plane on Beach; Meets His Death Later.—Beryl Kendrick successfully performs remarkable feat, but is killed in a subsequent attempt on the same day. *Atlantic City, N. J.*

Daring Riders Tempt Fate in Hill Climb. — Motorcyclists "bump the bumps" in risky endurance test.—*Cold Springs Harbor, N. Y.*

Irish Crowds Greet American Delegates.—Sinn Fein volunteers march in honor of former Governor Dunne of Illinois, and his associates, who seek to place Ireland's claim before the Peace Conference.

Finny Denizons of the Deep!—"Through the looking-glass" with Curator of the New York Aquarium into Wonderland beneath the salt seas.—*New York City.*

Naval Plane Finishes Trans-Ocean Flight.—Lieutenant-Commander A. E. Read, the daring American aviator, the first man to successfully fly across the ocean.

America's Voluntary "Mandate."—Some day Uncle Sam may become a "mandatory" of the League of Nations—meanwhile he experiments with the islands bought from Denmark.—*St. Thomas, Virgin Islands.*

Rulers of the Land Win Prizes.—Brooklyn "younger set"—autocrats of the breakfast and dinner table weigh in at ringside in health and beauty show.—*Brooklyn, N. Y.*

Fire Burns 200 *Homes; Destroys* 40 *Blocks.*—Hundreds are made destitute by flames that converted populous residence section into "No Man's Land."—*Mobile, Ala.*

"All Aboard! Seattle Air-Line Express!"—First motion pictures ever made from an aeroplane in flight over the Queen City.—*Seattle, Wash.*

Hero Generals Review Fighting "Devil Dogs."—Boys who went "over the top" to victory at Chateau Thierry pass before Major-Generals Hines and Le Jeune and their staffs.—*Trier, Germany.*

You Can't Go Wrong on a straight Road

NOTHING can be MORE honest than honest—nothing can be more square than SQUARE—nothing can be more straight than STRAIGHT.

That's the whole argument in a nutshell on our big SPECIAL BLUEBIRD DEAL.

This SPECIAL deal brings you 67 superfine productions—every one a winner—thus,—

The Special Bluebird Deal keeps you on the straight road all season through

And if you book the entire list of 67 SPECIAL SELECTED BLUEBIRDS you are on the straight road to an entire season's profits, larger than you ever dreamed of, for one season's returns.

On the next three pages are further arguments why YOU, as a shrewd, wide-awake exhibitor can make more money than you ever believed possible,—why you are protected all the way through—why the crowds will come and why you can add prestige and new patronage to your house—READ ON—

Cautious Buyers prefer TESTED Goods

Every day exhibitors are becoming more and more cautious. They are demanding to be shown. That's precisely and exactly why this SPECIAL BLUEBIRD DEAL is so good for you.

IT SHOWS YOU the winning pictures before you start. It protects you, because you get nothing but TESTED GOODS. Pictures that have been shown at hundreds of fine houses and proven genuine box office winners.

From over 150 BLUEBIRD PRODUCTIONS we have carefully chosen these 67 winners.

Thus you get sure-fire attractions—67 of them, enabling you to announce your whole season's program of fine pictures in advance.

Such an announcement will electrify your patronage—will whet their appetites to see them all—will make them keen with anticipation to see this great string of attractions.

AND THE BEAUTY OF THE WHOLE IDEA IS THAT YOU GET TESTED GOODS, to be booked by you on this basis—THE LARGER THE NUMBER OF PICTURES YOU BOOK THE LOWER THE COST TO YOU PER PICTURE.

Figure over for one moment what this means in cash savings to you and you can partly estimate your season's profits in advance. READ ON.

Gold is Gold irrespective of age

GOLD is gold irrespective of age. Time does not tarnish the pure metal. Neither has time dimmed the brilliance of these 67 selected BLUEBIRD PRODUCTIONS, each a gem from the dramatic and entertainment standpoint, and THAT'S ALL YOU ARE SELLING TO YOUR PUBLIC.

A Diamond's Lustre is NEVER dimmed

AS gold never tarnishes, neither does a diamond's lustre ever dim. A gem is a gem anywhere you put it and remains so. Precisely so are these 67 BLUEBIRD WINNERS.

You may believe it when, as Producers, we do the unbelievable thing of discarding ALL PRODUCTIONS that in our estimation have not matched up to the high standard we have set and taken only the 67 proven winners—

67 Photodramatic gems each a brilliant success picked from 150 Releases

We show you the entire list of productions on the next page, also the list of stars. AND ON THE BASIS OF THE LARGER THE NUMBER OF PRODUCTIONS YOU BOOK THE LOWER COST TO YOU PER PICTURE, it's to your very highest interests to book the entire list, thus giving your people the finest series of plays on the market.

IT'S YOUR CHANCE TO MAKE A CLEAN UP. Go to it. Communicate with your nearest Bluebird Exchange today!!!

A Menu for the most fastidious Taste

RUPERT JULIAN in
"MYSTERIOUS MR. TILLER"
"MOTHER O' MINE"

ZOE RAE in
"DANGER WITHIN"

LOUISE LOVELY in
"A RICH MAN'S DARLING"

MAE MURRAY in
"FACE VALUE"
"PRINCESS VIRTUE"

FRITZI BRUNETTE in
"THE SEALED ENVELOPE"
"THE VELVET HAND"

HERBERT RAWLINSON in
"BRACE UP"
"THE MAN TRAP"
"FLIRTING WITH DEATH"

EDITH ROBERTS in
"A TASTE OF LIFE"
"SET FREE"
"LOVE SWINDLE"
"THE DECIDING KISS"

MONROE SALISBURY in
"THE MILLIONAIRE PIRATE"
"HUGON THE MIGHTY"
"THAT DEVIL BATEESE"
"THE EAGLE"
"WINNER TAKES ALL"
"THE SAVAGE"
"THE DESIRE OF THE MOTH"
"THE GUILT OF SILENCE"
"THE RED, RED HEART"
"HUNGRY EYES"
"HANDS DOWN"

RUTH CLIFFORD in
"THE GAME'S UP"
"THE CARBARET GIRL"
"FIRES OF YOUTH"
"THE LURE OF LUXURY"
"MIDNIGHT MADNESS"

VIOLET MERSEREAU in
"TOGETHER"
"MORGAN'S RAIDERS"

DOROTHY PHILLIPS in
"THE GRAND PASSION"
"BROADWAY LOVE"

PRISCILLA DEAN in
"SHE HIRED A HUSBAND"
"THE BRAZEN BEAUTY"
"WHICH WOMAN?"

CARMEL MYERS in
"THE LITTLE WHITE SAVAGE"
"WHO WILL MARRY ME?"
"ALL NIGHT"
"A SOCIETY SENSATION"
"THE DREAM LADY"
"THE CITY OF TEARS"
"BROADWAY SCANDAL"
"THE MARRIAGE LIE"
"THE WINE GIRL"
"THE GIRL IN THE DARK"
"THE WIFE HE BOUGHT"
"MY UNMARRIED WIFE"
"THE LASH OF POWER"

JUANITA HANSEN in
"THE SEA FLOWER"

MARIE WALCAMP in
"TONGUES OF FLAME"

FRANK KEENAN in
"THE LONG CHANCE"

LOIS WEBER in
"SCANDAL MONGERS"

FRANKLYN FARNUM in
"THE EMPTY CAB"
"FAST COMPANY"
"THE FIGHTING GRIN"
"$5,000 REWARD"
"THE SCARLET CAR"
"THE WINGED MYSTERY"
"ANYTHING ONCE"
"A STORMY KNIGHT"

ELLA HALL IN
"A MOTHER'S SECRET"
"MY LITTLE BOY"
"THE SPOTTED LILY"

FRANCIS FORD in
"THE CRAVING"

Select Your List of Attractions and Wire Your Nearest BLUEBIRD EXCHANGE.

BLUEBIRD PHOTOPLAYS, (Inc.)
1600 Broadway, New York

RECKLESS – FEARLESS

MARIE WALCAMP

IN THE ROMANTIC MYSTERY SERIAL

"The RED GLOVE"

FROM THE AMAZING STORY
"The FIFTH ACE"
by DOUGLAS GRANT

WITH the noose about his neck, his eyes bandaged, as he stands on the threshold of death, he is rescued in one of the most thrilling feats ever performed by any woman in serial photoplay history. *He* is her beloved, a man of sterling character, fearless in the face of all danger, determined of purpose, iron will in action.

She is MARIE WALCAMP, the dashing, beautiful heroine in this amazing serial story, "THE RED GLOVE," based on Douglas Grant's thrilling book, "The Fifth Ace." From east to west, from north to south, this enthralling story carries you with incredible speed and excitement, each instalment of pictures more fascinating than the last. It's the story for the whole family—clean, wholesome, splendid.

No serial ever filmed surpasses "THE RED GLOVE." Your own eyes will tell you. See it on the screen at your nearest Universal Exchange.

Five out of Five Famous Critics

Genevieve Harris	in	Chicago Evening Post.
Virginia Dale	in	Chicago Daily Journal.
W. K. Hollander	in	Chicago Daily News.
Rob Reel	in	Chicago Evening American.
Mae Tinee	in	Chicago Tribune.

Say that

Rupert Julian

Director and Star of

"The FIRE FLINGERS"

is a talented director, acting superbly in a great picture

"With Rupert Julian, the actor, as his star, Rupert Julian, the director, has made the greatest Universal picture of the year."
—*Rob Reel.*

"I prophesy that 'The Fire Flingers' is destined to bring happiness into its makers. Many theatres will book it."
—*Mae Tinee.*

"Rupert Julian, who plays the dual role and staged the drama, shows up laudably both as director and actor."
—*W. K. Hollander.*

"One of the strongest pictures in years. It has a human appeal. Rupert Julian should be proud."
—*Virginia Dale.*

"Julian differentiates the roles not only in appearance but in personality. His acting is very clever."
—*Genevieve Harris.*

UNIVERSAL SPECIAL ATTRACTIONS

Harry Carey
Mae Murray
Priscilla Dean
Monroe Salisbury

VOL. 8 NO. 18

The Moving Picture Weekly

PRISCILLA DEAN

IN HER LATEST

UNIVERSAL SPECIAL ATTRACTION

"Pretty Smooth"

OF WHICH THE MOVING PICTURE WORLD SAYS:

"PRETTY SMOOTH," starring Priscilla Dean, is a six-reel crook drama from a fresh new angle, much better than any preceding. It holds thru every foot of it. Staging, costuming, and mechanical effects of a high order."

AND OF WHICH THE N. Y. MORNING TELEGRAPH SAYS:

"Has real moral value—Sympathetic and human note—Capable supporting cast gives fine performance—one of Bayard Veiller's successful crook melodramas—tragic consequences of wrongdoing impressively related."

It's Universal's Anniversary Month

EACH mail brings more messages of congratulation on our 7th Birthday. Naturally we are happy to learn that the Universal numbers among its friends so large a proportion of the fraternity. They declare that we have won their esteem thru our methods of square dealing and our open and above board policies.

We know that the majority believe in the golden rule applied to business. The Universal has applied it and will continue to use it as its guide in the future. The majority of exhibitors appreciate the many battles the Universal has fought in their behalf in the days gone by. Let us here state that we shall ever continue to fight for decency and that exhibitors may consider the Universal the champion of fair play in the days to come as they have always known us to be in the seven years just passed.

Celebrate by Showing More Universal Pictures

It's Universal's Anniversary Month

EXHIBITORS are celebrating our 7th Anniversary and are doing it in a more substantial manner than merely sending us their expressions of good will and congratulations.

They are celebrating in the profitable way, by running more Universal Pictures.

They are proving to themselves what the shrewdest producer in the business said some months ago, i. e., "The Universal has made greater strides forward and greater improvements in fine productions than any concern in the industry."

By showing more Universal pictures, exhibitors are convincing themselves and their patrons that what this producer (a competitor, by the way), said is gospel truth.

Thus you too have the opportunity to show your esteem toward the Universal and add greatly to your bank account at the same time.

Celebrate by Showing More Universal Pictures

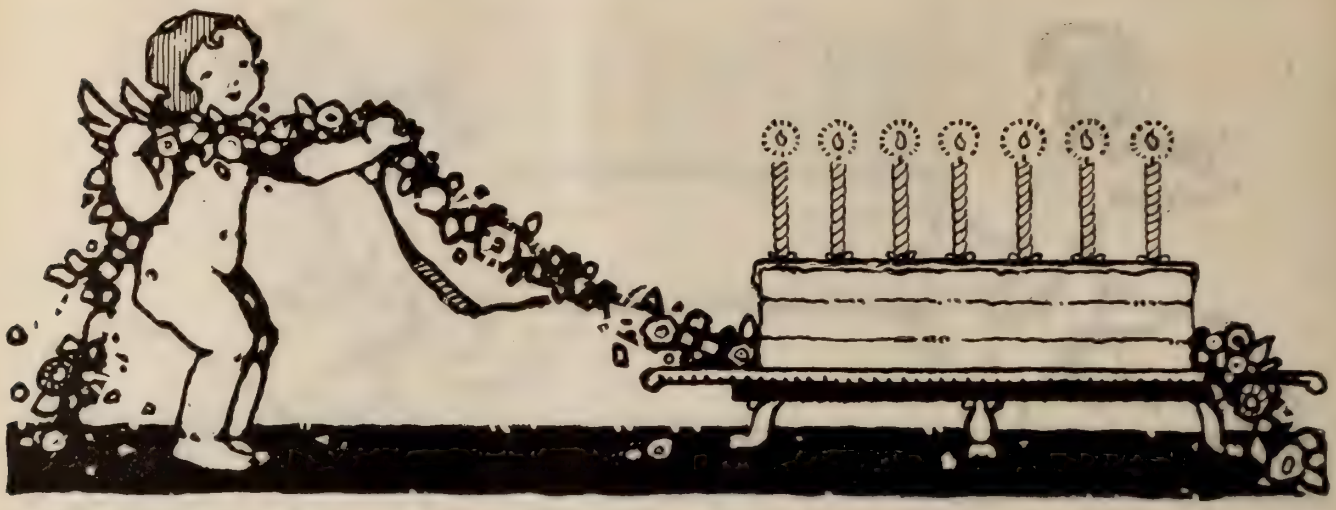
It's Universal's Anniversary Month

STANDING on the threshold of a new and greater era in pictures we feel that the public taste in fine pictures will run toward the Universal product more and more. We predict that more and more theatres who are seeking the finer clientele will show more Universal Special Attractions and Jewel Productions.

We are buying the finest stories, novels, scenarios and plays that money can get. We are spending money with a lavish hand in the producing of these new stories.

We are leaving no stone unturned and nothing undone to bring out the finest pictures that brains and time and effort can produce. And we promise that if our productions in the past short period have brought fame and profits to exhibitors, our coming productions will do more.

Celebrate by Showing More Universal Pictures



It's Universal's Anniversary Month

SO we ask you to celebrate with us the pleasure of our seventh Anniversary. Celebrate substantially as we suggest by running all the Universal pictures you can during June and July. Show our superb Special Attractions, Jewels, run the News weeklies, the Screen Magazine, the comedies, two-reel specials, and other subjects.

Take this Anniversary opportunity to prove to yourself that Universal is really leading the procession in the production of finer pictures.

UNIVERSAL

Celebrate by Showing More Universal Pictures

COMING

RAINBOW COMEDIES

The New Brand with the New Laughs
Watch for further announcements

UNIVERSAL

A Birthday Present

No. 242 Straight from the Shoulder Talk By Carl Laemmle, President, Universal Film Manufacturing Company.

As a birthday present to you while the Universal is celebrating its Seventh Anniversary, I now give something of real value:

Take this tip and you'll cash in on it later:—

From now on, be more careful than ever in all your showman's career about the contracts you sign, especially if any attempt is made to sew you up with too many bookings too far ahead.

Never in all the history of the business were so many GREAT BIG SPECIAL PRODUCTIONS released as

you will see this Fall. There will be so many that you simply cannot afford to be tied up with bookings on ordinary pictures.

Every producer in the business, including the Universal, is trying to outdo every other producer in the matter of making something out of the ordinary; something that will make the releases of the past year seem childish by comparison.

This means that the exhibitor who manipulates his bookings so that he will have great quantities of open time will simply clean up a fortune. Last year when the GREAT BIG PICTURES came along, you had to shelve your regular bookings in order to make room; but you had to pay for the ones you shelved as well as for the ones you ran. That cost you a pile of money. This year such a mistake would be more costly than ever, because you would have to shelve more stuff than ever.

Never before was the business so firmly based on merit as it will be during the coming season.

I have seen enough of what the Universal is now doing at Universal City to welcome more than ever a straight out and out fight for business on the basis of MERIT ONLY. That's the only basis you ought to stand for!

You've got the business right where you want it. Keep it there. Throw away your fountain pen so you can't sign for anything you don't have to have. Keep the door open for prosperity and profits. Keep lots of open time all the time!

(Written at Universal City, Cal., June, 1919.)

in his latest 2 reel western

"Kingdom Come"

PARTICULAR attention is called to these two-reel Smiling Pete Morrison Western two-reel pictures. You've shown many a 5-reeler, for which you've paid many times over the cost of these two-reelers, yet the short subjects have often taken the applause and glory away from the bigger pictures. People want these short pictures. Why not get the profits possible thru that public demand? It's good business to do so. Ask your exchange to screen them for you.

BOOKING THRU ALL UNIVERSAL EXCHANGES

A Smashing Winner

and not yet even RELEASED
so say showmen who have seen
the First Advance
Episodes

JAMES J. CORBETT

in

"THE MIDNIGHT MAN"

Simply
packed with
CLASS
ARTISTRY
PUNCHES
and
THRILLS

WIRE YOUR
NEAREST
UNIVERSAL
EXCHANGE
FOR
RESERVATION

THE MOVING PICTURE WEEKLY

A MAGAZINE FOR MOTION PICTURE EXHIBITORS

Published Weekly by the MOVING PICTURE WEEKLY PUB. CO.
1600 BROADWAY, NEW YORK CITY

PAUL GULICK, *Editor* JOE BRANDT, *Bus. Mgr*

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Vol. 8. JUNE 21, 1919. No. 18

Inspires Great Line of Posters

THE posters of "The Sleeping Lion" are striking and out of the ordinary, and consist of two different backgrounds. There is a 1-sheet each and a three-sheet showing "Little Italy" background and Wild West stuff. In addition there is the one-sheet portrait poster of Salisbury and the stock twenty-four. A smashing action six-sheet completes the line. Full color and original designs make these posters stand out from the usual run of posters.

One-Sheet Poster for "The Sleeping Lion."

CELEBRATE FLAG DAY

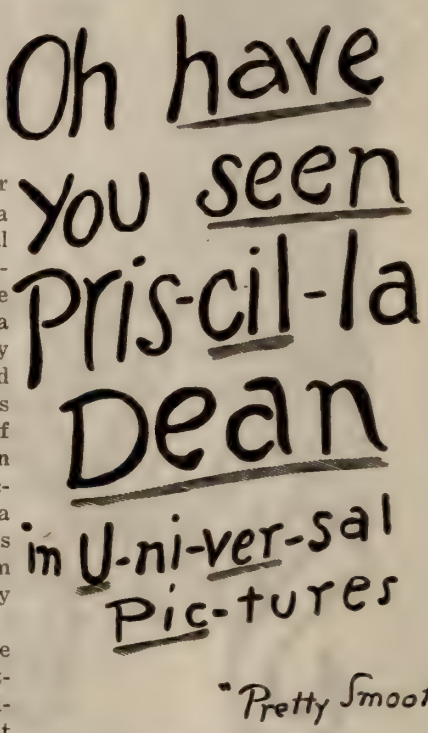
JUNE 14th is the birthday of our beloved flag. For several years a movement initiated by the National Security League has met with increasing response from motion picture exhibitors. The League advocates a real celebration of Flag Day by every motion picture theatre in the United States. It is very appropriate this year, not only as an expression of thankfulness that our flag has won such a conspicuous place in the victory of the Great War, but also as a warning to those skulking anarchists whose recent outrages proved them unfit for citizenship in this or any other country.

If every exhibitor would celebrate Flag Day and make a ceremony fitting to the occasion and to the significance of the day, it is conceivable that wonderful good would be accomplished, particularly among workingmen who have been affected by the madly conceived and vociferously uttered sophistries of Bolshevik agitators, half baked community socialists and irresponsible cranks of all kinds. A ceremony such as the following is suggested.

Announce by posters and on your screen that Flag Day will be celebrated on June 14th in your house. At one of the afternoon and one of the evening shows have a returned soldier, if possible, and, still better, have him accompanied by a guard of honor, repeat the Flag Pledge, which is:

"I pledge allegiance to my flag, and to the republic for which it stands, one nation indivisible, with liberty and justice for all."

A verse of the "Star Spangled Banner" would make a fitting close and the whole celebration would not interrupt your show any more than ten minutes.

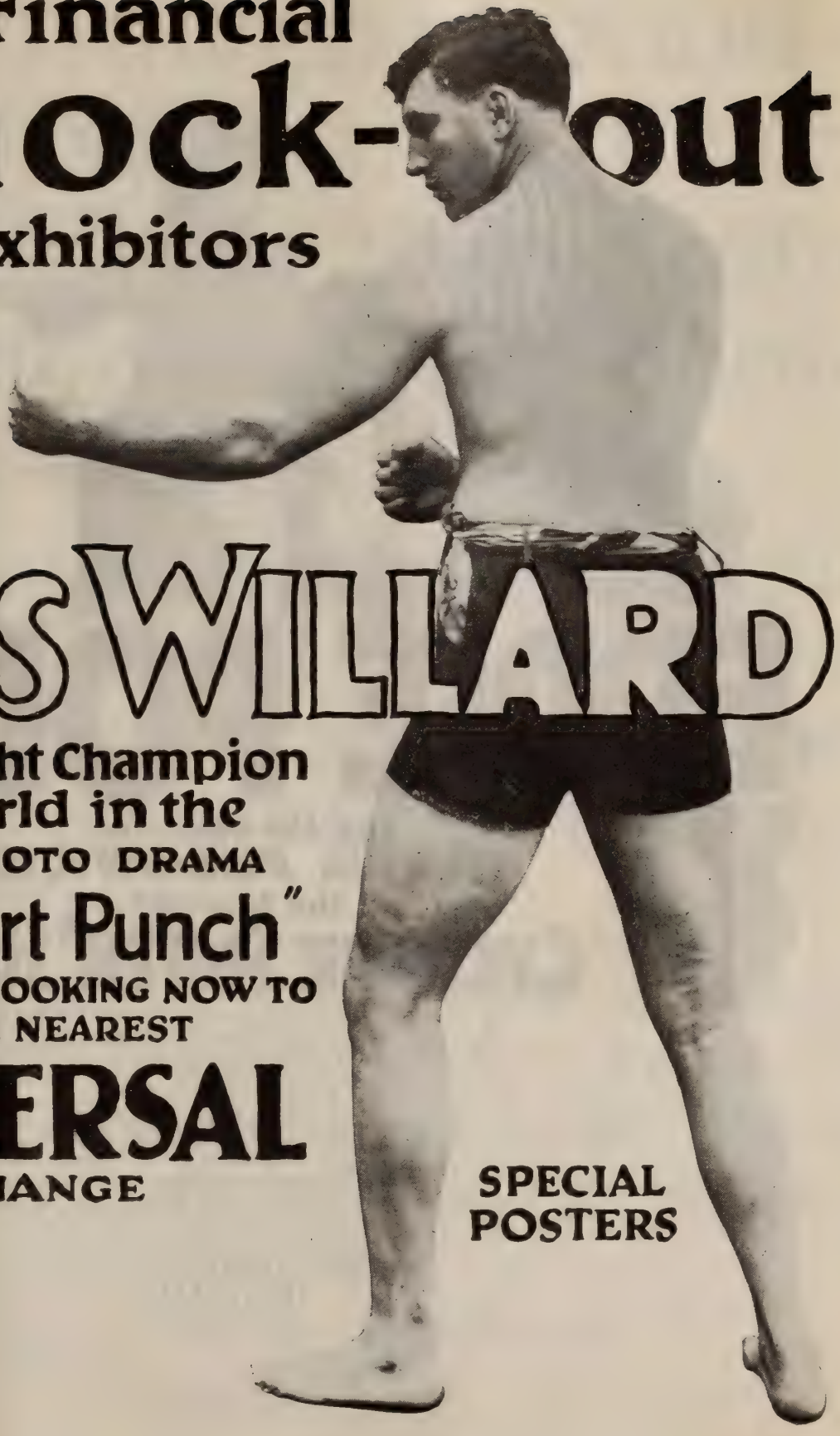


Jazzy Poster For Priscilla

THE sharks are working overtime to assist exhibitors to get the most possible out of the latest star to light up the photoplay skies—Priscilla Dean. This one-sheet is the latest, written in jazz poetic style, underlined in red, so that it is impossible not to accent the proper syllables. It is a striking and unique poster. If your folks like Priscilla, use it.

You never had a more unusual poster and you can bet that every one who sees it is going to read it, and soon they will be singing: "Oh, *have* you *seen* Pris-*cil*-la *Dean* in *U*-ni-*ver*-sal *Pic*-tures?"

A Financial Knock-out For Exhibitors



JESS WILLARD

Heavyweight Champion of the World in the

THRILLING PHOTO DRAMA

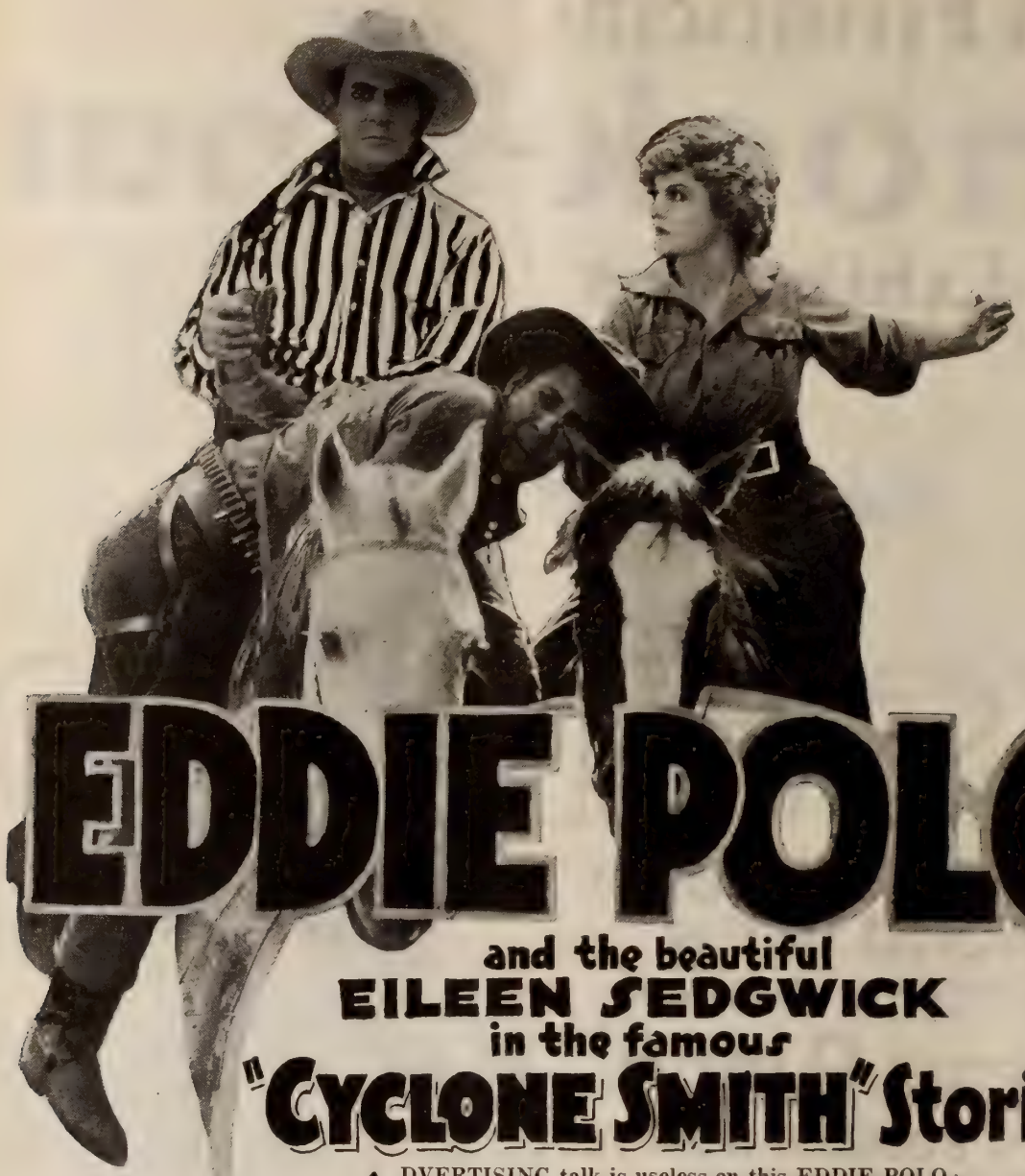
"The Heart Punch"

WIRE YOUR BOOKING NOW TO YOUR NEAREST

UNIVERSAL

EXCHANGE

SPECIAL POSTERS



EDDIE POLO

and the beautiful EILEEN SEDGWICK in the famous "CYCLONE SMITH" Stories

ADVERTISING talk is useless on this EDDIE POLO—"CYCLONE SMITH" series of stories. You've simply got to see them with your own eyes. To whet your appetite, however, prepare yourself for the greatest series of two-reel pictures you ever gazed at.

Prepare yourself to book them all, for you will the minute you see the first few. Ten two-reel wonder pictures as big and well produced as the average five-reel feature. Going over like wildfire in hundreds of houses and making the hit of the program every time they are shown. Does that mean anything to you? IT SHOULD if you're in the picture business for money instead of your health.

BOOK THROUGH ANY UNIVERSAL EXCHANGE

The Universal wants BIG NEW STORIES and will pay the price to get stories of extraordinary merit.

We want stories that bristle with human interest;--that stand the crowds out in line in front of the biggest as well as the smallest theatres.

Stories that you and millions of other "yous" will pay good money to see. If you have such stories or know where such stories are to be had communicate at once with the

UNIVERSAL FILM MANUFACTURING CO.

Largest Film Manufacturing Company in the Universe.

CARL LAEMMLE, President.

1600 Broadway, New York.

Might.... Mystery
perfectly

UNIV

....Suspense blended in "ELMO THE MIGHTY"

the UNIVERSAL Challenge Serial featuring ELMO LINCOLN *and* Grace Cunard—

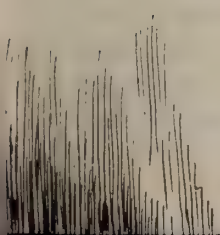
"ELMO, THE MIGHTY," the latest Universal serial, comes to you packed with those pulling features that bring the public to every episode as regular as clockwork. It's just one punch after another, and that's the big point that gets the money for exhibitors in serials.

IF possible for you to review in person the first episodes of "ELMO, THE MIGHTY," do so at your nearest Universal exchange—then you will know exactly how big a drawing card "ELMO, THE MIGHTY," will be for you for 18 weeks. Also—get a copy of the big new Adv Campaign Book. DO IT NOW.

UNIVERSAL FILM MANUFACTURING CO.

Largest Film Manufacturing Company in the Universe.

CARL LAEMMLE, President.
1600 Broadway, New York.



RSAL

JOE MARTIN SOLILOQUIZES

Ye gods!

What'll they do to me next?

This business of working in the movies just to make human beings laugh is one heluva job, I'll say it is.

The boss of the Universal studio would'nt have the nerve to treat any other actors the way he treats me.

He blew into my cage like a chunk of TNT this morning and said, "Come on, Joe, you've got to be funny again today. I've got a new stunt for you that will be a regular scream."

Hell!

Do you know what his idea of a scream was? Well, he dolled me up like an old woman with a nightie and a boodwah cap and everything and then made me squat in front of a table and drink tea!

Sfunny as a crutch. And the rottenest tea I ever inhaled. Studio tea. The boss purposely made it punk so I'd screw up my face and he could get a funny close-up of me.

And the idiotic public sits like a convention of tomfools and laughs and laughs and laughs. Laughs at a monkey because he makes a face! I'd like to see the actor who could make a crowd of monkeys laugh by making a face. He might get away with it with human beings, but not with serious-minded monkeys.

Just because I smashed up the show at the strand theatre in new york, the folks in the universal studio work me harder than ever. They'll make a fortune out of me because the jassax exhibitors are willing to pay big money for funny stuff.

The universal crowd and the exhibitors get the money. And what do I get?

Tea! That's all I get. And the rottonest tea that ever came out of a Russian teapot or samovar or sampan or whatever you call the damthing!

MONROE SALISBURY
'THE BLINDING TRAIL'

A UNIVERSAL SPECIAL ATTRACTION

of which The Chicago Evening Post Says:

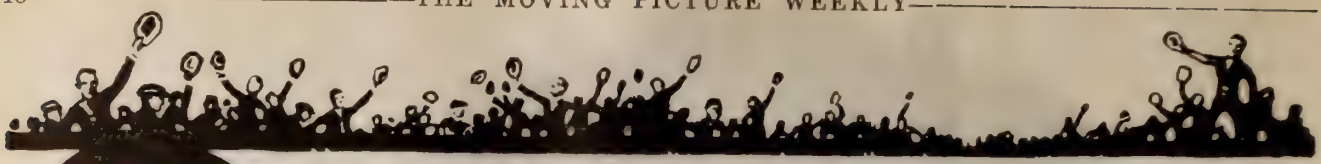
In "THE BLINDING TRAIL" the outdoor scenes are photographed against a frosty white background at once so natural and so artistic that you wish there were more of these exteriors—Salisbury's admirers will enjoy it. The northern atmosphere is well depicted.

The Chicago Evening American Says:

"A corking fine cast has been selected for "THE BLINDING TRAIL," starring Monroe Salisbury, supported by Claire Anderson, Helen Jerome Eddy and Arthur Maude."

and The Chicago Daily Journal Says:

"THE BLINDING TRAIL" is a good old-fashioned melodrama. As such (to be more impressive than grammatical) it can't be beat.



The BIG THREE

HEARST NEWS

INTERNATIONAL NEWS

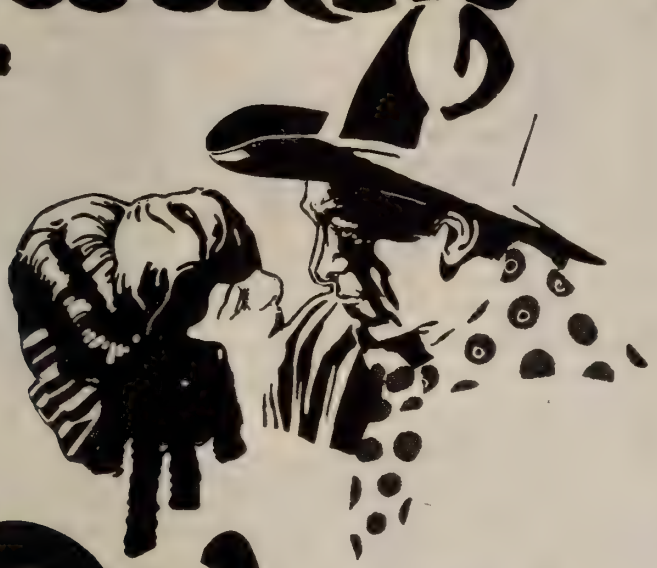
UNIVERSAL CURRENT EVENTS

HUNDREDS of thousands of people are flocking to theatres in every part of the land to see the world's latest and most fascinating news in pictures. THE BIG THREE are providing the pictures. THE BIG THREE are bringing thousands of people to theatres who never went there before. THE BIG THREE are providing the big News Weekly attractions in thousands of the country's best theatres. If you are not showing THE BIG THREE you are simply turning away spot cash money that is yours for the mere asking. Communicate with your nearest Universal Exchange and get your contract for THE BIG THREE right now. Be first in your territory to show all that's new and worth while in News Weekly pictures.

PRODUCED BY INTERNATIONAL DISTRIBUTED BY UNIVERSAL

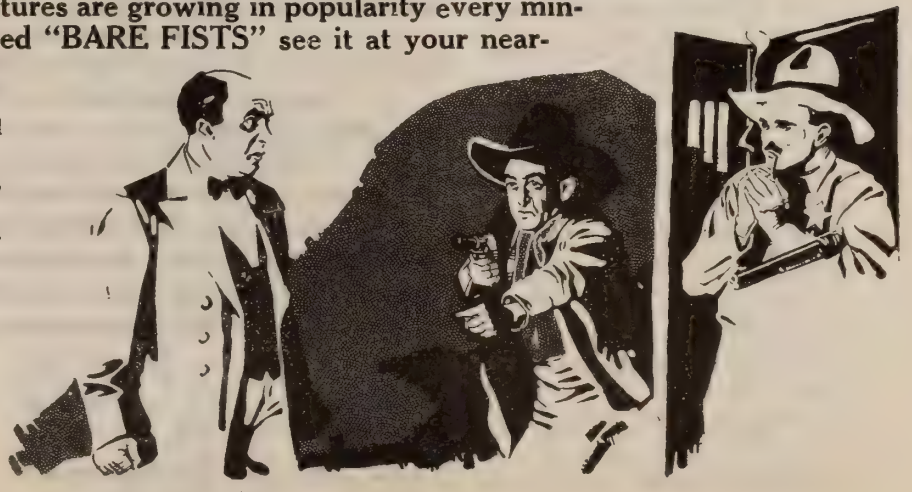
HARRY CAREY

in



"Riders of Vengeance"

Harry Carey is coming fast—perhaps faster than you have any idea. The evidence is complete and convincing, proven by the applause Carey received in—"BARE FISTS"—in every city, town, village and hamlet throughout the country. Carey's quiet, easy-going, mannerisms have registered with every type of audience, and his pictures are growing in popularity every minute. If you haven't played "BARE FISTS" see it at your nearest Universal Exchange and you'll book it . . . . then follow it with "RIDERS OF VENGEANCE" and make a double clean up. It's a typical Harry Carey story, cast, action, and high character photoplay entertainment. That's precisely what you're selling.



Naturally . . .

It's A

UNIVERSAL SPECIAL

ATTRACTION

Service Page for "The Sleeping Lion"

AT A GLANCE.

SUBJECT — "The Sleeping Lion."
LENGTH—Six reels.
STAR—Monroe Salisbury.
PREVIOUS HITS—"The Light of Victory," "The Savage," "The Eagle," "The Millionaire Pirate," "Hugon the Mighty," "That Devil Bateese," "The Guilt of Silence," "The Desire of the Moth," "The Red, Red Heart," "Hands Down," and "The Blinding Trail."
DIRECTED BY—Rupert Julian.
STORY BY—Bernard McConville.
SCENARIO BY — Elliott J. Clawson.
SUPPORTING CAST — Rhea Mitchell, Alice Elliott, Sydney Franklin, Marion Skinner, Pat Moore, Alfred Allen, Herschel Mayall.
LOCALE — New York's Little Italy and the West of a decade ago.
TIME—In the Great West's golden hour.
THUMB-NAIL THEME—Tony, an Italian immigrant with a devil in one eye and an angel in the other, leaves New York's Little Italy for the West with a little newsie whom he has adopted. His battle against customs, his success and the great love he won , form the foundation upon which a towering plot is built.

ADVERTISING PUNCHES.

1—Monroe Salisbury in the most romantic and appealing role of his successful screen career.
2—Rupert Julian's masterful direction; his attention to the little sidelights that make or break a photoplay.
3—The strange contrast between a hot-blooded Italian girl from New York's Little Italy and a brazen beauty of the West.
4—The fact that Salisbury models in clay for the camera with the technique of a gifted sculptor; an art acquired in short time for this production.
5—The daring and unusual spectacle of a star riding the dread Mazeppa, refusing to allow a dummy or a double to be used.
6—The appearance of little Pat Moore, six years young, in a bit of splendid acting.

Story by Bernard McConville.
Directed by Rupert Julian.

CAST.

Tony	Monroe Salisbury
Kate Billings	Rhea Mitchell
Carlotta	Alice Elliott
Carlotta's father	Sydney Franklin
Carlotta's mother	Marion Skinner
The Boy	Pat Moore
Kate's father	Alfred Allen
Durant	Herschel Mayall

"THE SLEEPING LION"

WITH a devil in one eye and an angel in the other, Tony, peddler of statuary, left New York's "little Italy" for the West. With him he took young Tony, a nameless waif. His ambition was to own a Western ranch. Little did he know that the first requisite was a thorough knowledge of Mr. Colt's .44 persuader.

Durant was not the most amazed in the little saloon in which he gambled when Tony, with the politest of bows and scrapes, entered, hat in hand, and asked for lodgings. Durant, a bully, immediately demanded that he drink with him, and Tony's selection of "a little red wine" precipitated a blow which Tony was never to forget. Not the least of his humiliation was the amusement which his fall seemed to produce in Kate Billings, the belle of the Western town, and daughter of the proprietor. She played winners only.

A friendly ranchman sold Tony a small ranch and for a year Tony practiced marksmanship before he went to the saloon and demanded satisfaction of Durant, and on the same floor where Tony had first been humiliated Durant soon lay, a quivering mass of hatred and impotence. Stealing to Tony's cabin, he shot little Tony and attempted to abduct Kate Billings, but she escaped to Tony's cabin. Durant accused Tony of abducting her. A lynching was only prevented by the declaration that she loved Tony and was going to marry him.

NOTES.

Monroe Salisbury rides a mazeppa in "The Sleeping Lion," his Universal success which comes to the ..... Theatre next ..... The star refused to allow a dummy to be used and suffered himself to be lashed to the back of a fear-crazed horse for the sensational ride.

"The Sleeping Lion," Monroe Salisbury's amazingly brilliant Universal photodrama of love and battle, will be at the ..... Theatre ..... The story is considered the best of the star's recent Universal successes. In it Salisbury is depicted as Tony, an Italian immigrant, who leaves New York's Little Italy for the great west.

ADVERTISING DISPLAY LINES

All the West loved Kate Billings—Pagan, Saint and Imp.

He had a devil in one eye and an angel in the other—Tony, modeler in clay and cowpuncher of Red Butte.

Do women love the strongest man in a two-man fight? See "The Sleeping Lion" for your answer.

Rupert Julian directed Monroe Salisbury in "The Sleeping Lion," a wonderful combination of a mighty photodrama.

The thing forbidden is the thing desired. Monroe Salisbury takes his bride at gun's point in "The Sleeping Lion."

Ten dollars for a drink, one hundred dollars for a kiss, was the price he offered when Kate Billings of Red Butte waited upon him.

When his girl, Carlotta, married an Italian barber back in New York it made it possible for Tony, the immigrant, to marry a cattle-queen.

7—Photography that will do much for the exponents of the camera in the controversy between landscape painters and the cameramen.
8—A series of terrific dramatic punches, lightened by delightful humor and touching pathos.
9—An admirable supporting cast.
10—Intimate glimpses of New York's Little Italy, the land of love and battle.

MONROE
SALISBURY
The
Prince of Emotional
Actors - appearing only in
Universal
Special
Attraction's
!!!
RANDALL

"POSSESSES melodramatic plot that has chance to breathe." "Salisbury as an Italian gives picture splendid touch of novelty." "Production itself is very good." "Has more than the average number of thrills and action." *New York Telegraph.*

SALISBURY'S characterization of the Italian realistically drawn...depicts strong situations than even Hart would find difficulty in handling...action is dominated by elements of heart interest and thrill and is laid against superb backgrounds that have not appeared in twenty other pictures."

Harrison in Motion Picture News.

SALISBURY

in his
wonderful Italian
characterization,

"The Sleeping Lion"

Universal Special Attraction

UNIVERSAL SPECIAL ATTRACTIONS

Priscilla Dean

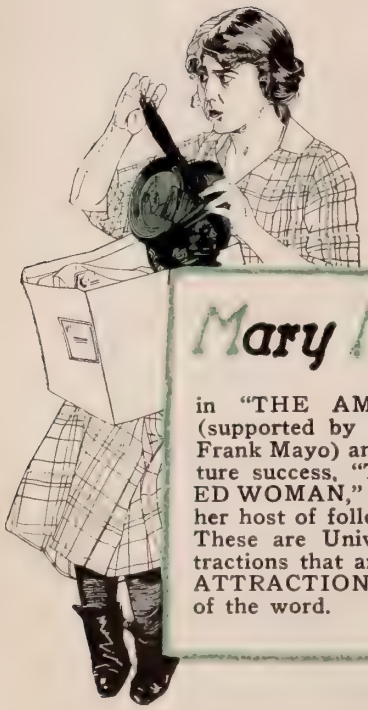
in "THE WILDCAT OF PARIS," "THE WICKED DARLING," "THE EXQUISITE THIEF," "A SILK LINED BURGLAR" and her latest sensation, "PRETTY SMOOTH." Identify your house by announcing Priscilla Dean Productions, all Universal Special Attractions.

Harry Carey

in "ROPED," "BARE FISTS," and "RIDERS OF VENGEANCE" will give you Universal Special Attractions which no Theatre that calls itself a truly high class house can afford to miss. Carey is the greatest Western actor on the screen. Play every one of his productions.

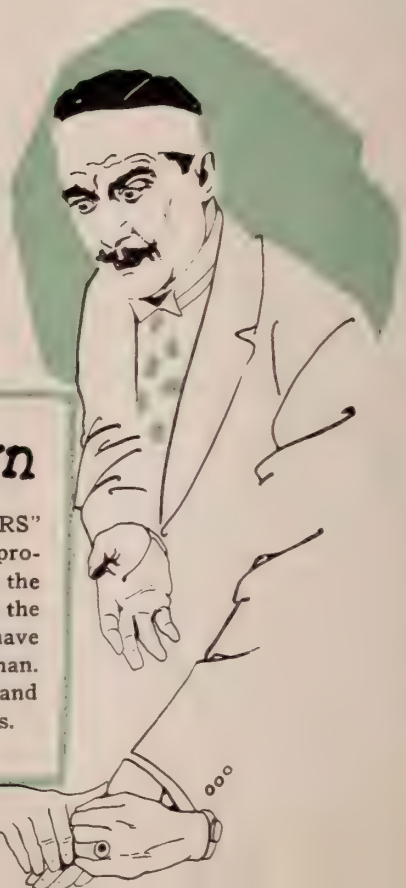
Mae Murray

in "WHAT AM I BID," "THE BIG LITTLE PERSON" and particularly in her greatest sensation, "THE DELICIOUS LITTLE DEVIL," will send your audiences away glowing with joy and satisfaction. You won't show a production that surpasses this latter Murray picture if you're in business for the next twenty years. Go see it, then play them all.



Mary MacLaren

in "THE AMAZING WIFE" (supported by that finished star Frank Mayo) and her big new picture success, "THE UNPAINTED WOMAN," will simply double her host of followers and friends. These are Universal Special Attractions that are truly SPECIAL ATTRACTIONS in every sense of the word.



Rupert Julian

in "THE FIRE FLINGERS" made so instantaneous and pronounced a hit in Chicago that the appreciations of the critics in the five biggest papers might all have been written by the same man. See this striking Julian picture and you'll see its great possibilities.

Publicity for "The Sleeping Lion"

ABOUT THE STAR.

THE greatest ambition of Monroe Salisbury, who plays the part of Tony Vallero, in "The Sleeping Lion," soon to be released by the Universal Company, is to be as great an actor as Richard Mansfield.

The formative years in Salisbury's career were spent in Mansfield's companies and the renowned exponent of the spoken stage imbued in his younger protege the will to do bigger and better things with each successive production.

Mr. Salisbury entered the realm of the silent drama eight years ago, after seasons with Mansfield, John Drew, Mrs. Fiske and other favorites. He plays before the camera for the sheer joy of it, plus—as the star humanly admits—a substantial salary.

A report has been gaining momentum to the effect that Salisbury is an Indian. This is, of course, not true, and the rumor is thought to have originated because of his realistic portrayal of an Indian in "Ramona." The fact is, Mr. Salisbury is a product of Buffalo, N. Y., and was born there almost 39 years ago.

The star is one of the galaxy of screen players who refuses to play his parts "technically"—and a superficial execution of any characterization is distasteful to him. In speaking of this phase of his work Mr. Salisbury said:

"For my part I refuse to play "technically." When I am an Indian, I am an Indian inside. When I play any role I feel to the greatest depths what I try to express. Indeed, if I am enacting the part of a buccaneer, my piratic tendencies may crop out to such an extent that I am as apt to steal you as not if you are on my 'set.'

"I used to be a strong believer in the stage as a preparatory school for the cinema studio. That idea has been revolutionized, however, by the educational progress in our country, which offers an unprecedented opportunity for the would-be screen star. So my advice is: study for the Screen."

A flattering tribute to Salisbury's success in obtaining realism in his "gun-totin'" pictures was paid recently, when W. F. Jones, the famous man-hunting sheriff of Fresno, Cal., presented Salisbury with a notched automatic pistol thrown aside by Rapheal Lopez, a Mexican renegade, in escaping from an abandoned mine where he had been surrounded. Salisbury's collection of notched guns is rapidly increasing.

ADVANCE STORY.

ENRIQUE DOMINGUEZ, a sheep herder of San Fernando, Cal., recently reported to the sheriff in a state of excitement that he had seen a man riding a mazeppa. Dominguez said he had been in the mountains with his sheep, and plainly saw the plunging horse in the desert below him. Arranging with J. D. Maxwell, a forest Ranger, to look after his flock, Dominguez made his way down the mountain, going directly to the sheriff's office, where he reported the facts to Deputy Sheriff Al. Manning.

An investigation by the sheriff disclosed that the "victim" of the mazeppa was none other than Monroe Salisbury, a Universal picture player, who was engaged in one of the scenes of "The Sleeping Lion." Salisbury refused to allow Rupert Julian, his director, to substitute a dummy for him in the mazeppa scene.

The reason for the sheep herder's alarm when he saw the mazeppa is that the practice is a serious offense in the west. It was a punishment of the old range, where a man was lashed face down, to the back of an unbroken horse, which was frightened into madness. The offense is punishable by fine and imprisonment, as it usually resulted in the death of the rider. Motion picture companies depicted the mazeppa, but always, it is said, employed a dummy in the filming.

"The Sleeping Lion," to be shown at the ..... Theatre, is the latest of Universal's releases featuring Monroe Salisbury. The story is by Bernard McConville, scenario and continuity are by Elliott J. Clawson. In Salisbury's support are Rhea Mitchell, Alice Elliott, Sydney Franklin, Marion Skinner, Alfred Allen, Herschel Mayall, and last but by no means least, is little Pat Moore, age five or thereabouts, who is the partner of a big Italian immigrant from New York's Little Italy, who goes west to buy a cattle ranch and thus realize a lifelong ambition.

Pathos, sensationalism, humor and a unique love story have been interwoven in this new release.

Pat Moore, four years young, will appear with Monroe Salisbury at the ..... Theatre on ..... in the star's latest Universal screen victory, "The Sleeping Lion." Little Pat Moore is a clever actor and depicts the role of a gutter snipe with delightful realism. Between scenes Pat is tutored at Universal City, where he works in motion pictures and acquires his education.

SOIL AND TOIL.

IF Monroe Salisbury, who comes to the ..... Theatre on ....., as the star of "The Sleeping Lion," a Universal photodrama, could do so without disappointing thousands of screen friends he would probably disappear and turn up later on his ranch at Hemet, Southern California, a fertile garden in the beautiful San Jacinto valley.

On seventy acres Mr. Salisbury raises prize citrus fruit—oranges and grapefruit in profusion. Four of the largest hotels in the vicinity bid each year for the exclusive output. The famous Mission Inn at Riverside won over other bidders last year and obtained the ranch's entire output.

Although Mr. Salisbury maintains a staff of scentific agriculturists to care for his ranch, he takes a keen personal interest in the progress of the trees and frequently prowls around under the desert sun until he is as burned and brown as the Indian ranch hands.

SPECIAL STORY.

AN admirable cast supports Monroe Salisbury in "The Sleeping Lion," the Universal photodrama now showing at the ..... Theatre.

Alfred Allen, who plays the role of a western ranch-king, is a veteran character actor who has long been recognized as an artist. His work in "Hell Morgan's Girl," in which production he depicted Hell Morgan, is well remembered.

Little Pat Moore, four years young, famed for his work in Cecil B. DeMille's "Squaw Man," plays the part of Tony, a street waif who was adopted by the hero.

Rhea Mitchell, former leading woman with Thomas H. Ince, plays opposite Salisbury, while Alice Elliott, an Oakland society girl, plays his Italian sweetheart. Herschel Mayall, one of the screen's best known villains, plays the "bad man" who seeks to ruin Salisbury. The remainder of the cast is noteworthy.

The drama is the story of an Italian immigrant who left New York for the great west, his trials and triumphs. It is an unusual story, wonderfully well told.

"The Sleeping Lion" may be seen at the ..... Theatre for the next ..... days.

Monroe Salisbury, star of a score of Universal successes that are green in your memory, will be at the ..... Theatre ..... in his latest screen victory, "The Sleeping Lion," an amazing drama of life and love.

----Dynamic-------Bewitching-

PRISCILLA

PRISCILLA DEAN is going over in the fine Theatres of the country with a resoundi crash. Hundreds of thousands of people wh never even heard of Miss Dean six or eig months ago have not only "noticed" her, but are talki about her as tho' she were the only Star on the photopl horizon.

Did printer's ink and paid press agents "make" he THEY DID NOT, they could not. Did nation advertising make her? It did not. The what put Miss Dean across? Ju simply Priscilla Dean's own electri bristling, wonderful personality, th has brought to the screen a brand ne simply delightful character and typ and she has already hit the bull's ey for she is a star that people are no raving about.

Now Appearing o

Adorable DEAN

PRISCILLA DEAN plays in no sombre long drawn out tragedies. She is cast in stories that make people feel glad and happy all over. THAT'S WHAT DRAWS PEOPLE LIKE FLIES, and they are glad to put down their admission fees and war taxes just to see her.

ARE YOU TAKING ADVANTAGE OF THIS NEW STAR AND HER POWER? HAVE YOU PLAYED "THE WILDCAT OF PARIS"—"THE WICKED DARLING"—"THE SILK LINED BURGLAR"—"THE EXQUISITE THIEF"? These four Priscilla Dean releases have already created motion picture history, and these are but the first stepping stones to greater glory and greater pictures for her yet to come. GET YOUR SPECIAL ATTRACTIONS CONTRACT NOW and get the coming Priscilla Dean production—"PRETTY SMOOTH"—and all others to come.

Show your foresight by getting in while the getting is good. Consult your nearest Universal Exchange.

Universal Special Attractions

The delight of hundreds

of successful exhibitors

EDDIE POLO

—IN—

The LURE OF THE CIRCUS"

EXHIBITORS have gone out of their way to compliment and congratulate the Universal on "THE LURE OF THE CIRCUS" serial featuring the great Polo.

Not only that we've succeeded in delighting millions of photoplay fans, but we've succeeded in delighting hundreds and hundreds of exhibitors, with more actual profit on this amazing serial than they've made on any serial in years.

IF you haven't played it, you're just short more profits than you ever dreamed that any serial could make for you. In some towns "THE LURE OF THE CIRCUS" was and is being boosted as the BIG ATTRACTION of the week.

In other towns it has pulled more dollars for theatres than they ever believed possible with ANY serial. If you haven't played it as yet—speed up—BOOK IT NOW.

CONSULT YOUR NEAREST UNIVERSAL EXCHANGE

SYNOPSES OF HEARST NEWS AND INTERNATIONAL NEWS, No. 23.

Hearst News,

No. 23.

Illinois' Own Heroes Hold Victory March.—Veterans of 33d Division are acclaimed by cheering thousands.—*Chicago, Ill.*

Sub-Title.—Governor Lowden and the reviewing officals.

Penn Beaten by Navy at American Henley.—Syracuse eight-oared crew comes in a bad third for the Steward's Challenge Cup.

Sub-Titles.—The victorious Navy crew. Unexpected honors are showered upon Coxswain Crawford by his rowing mates of the Navy crew—a little celebration of the victory.

Honor the Heroes Who Blocked U-Boat Bases.—Graves of the British sailors who died to sink the "Vindictive" in the harbor of Ostend are decorated in memory of the valiant feat.—*Ostend, Belgium.*

Sub-Title.—Across the harbor lies the partly submerged "Vindictive"—a monument to the courage of the British Navy.

Steamer Wrecked by Fire Brought to Port (Omitted from San Francisco, Los Angeles and Philadelphia prints).—Hulk of the S. S. Virginia is salvaged, following rescue of passengers and crew at sea.—*Baltimore, Md.*

Famous Yankee Aces Return from France (Omitted from Philadelphia prints).—Boys of Captain Eddie Rickenbacker's noted 94th Aero Squadron, veterans of the Lafayette Esquadrille, are home at last.—*Hoboken, N. J.*

Sub-Titles.—Major R. M. Chambers, commander of the Squadron, is the hero of many a thrilling duel in the skies of France. The four famous aces—Captain Sam Kaye, Lieutenant L. H. Dawson, Major Chambers and Captain W. W. Palmer.

Go "Over the Top" in Lively College Rush.—Massachusetts Institute of Technology students crash in effort to mount the greased "Come-back box".—*Cambridge, Mass.*

—*Sub-Title.*—The victors—torn but happy.

Nation Pays Tribute to War's Heroic Dead.—Veterans of three conflicts honor those who died for freedom.—*New York City.*

Sub-Titles.—All that are left of Duryea's Zouaves—heroes of '61! The heroes of '98! The veterans of today! Governor Smith and Mayor Hylan review the marching veterans. Wreaths are placed upon the U. S. S. Maine Memorial Monument. Admiral Sigsbee, former commander of the Maine, and Monsignor Chadwick, former chaplain of the Maine. Champions of Liberty! Heroes three!

Knights of Columbus Open Hut in Ireland.—E. L. Adams, American Consul, and Vice Consul Cluffy pass through a guard of honor to formally open the club.—*Dublin, Ireland.*

Sub-Titles.—Some of the guests. Then the good old Stars and Stripes!

Five Freighters Added to Fast Growing Fleet (Special for Philadelphia only).—Cargo carriers take the water at Hog Island to help America capture the world trade.—*Philadelphia, Pa.*

Sub-Title—The key plate is sawed away and off she goes—the fifth of the seven-thousand-ton freighters.

Flames Wreck Native Quarter of Yokohoma.—*Yokohoma, Japan.*

It's Universal Anniversary Month.

International News,

No. 23.

Homeward Bound.—Wounded Czecho-Slovaks arrive from Siberia on their way to their native land.—*San Francisco, Cal.*

Sub-Titles.—Some of the officers—all wounded. Major Doshek, commander of the battalion of wounded. Off for a sight-seeing tour of San Francisco.

Edith Cavell's Body is Brought Home to Rest on British Soil.—Dover, England.

Sub-Title.—At Westminster Abbey, London, Britain pays her respects to the martyr nurse.

The Story of Steel.—Molten metal is cast and cooled and then rolled and trimmed into huge boiler heads.—*Coatesville, Pa.*

Sub-Title.—The boiler head ready for shipment.

Austrian Envoys Arrive to Learn Terms of Peace.—St. Germain, France.

Sub-Titles.—Dr. Karl Renner, Austrian Councillor, the head of the Peace Delegation, and two of his advisers. In 1914 the Austro-Hungarian Empire boasted 261,000 square miles and a population of fifty-one million. Under the peace terms the Republic of Austria is reduced to 60,000 square miles and a population of seven million.

"Birds of a Feather——" (Omitted from Philadelphia prints).—But they don't flock together on the King County Game Farm where old mother hen is stepmother to baby pheasants.—*Snoqualine, Washington.*

In Memory of Joan of Arc.—Wreaths are laid upon the statue of the heroic Maid of Orleans.—*Paris, France.*

The Yanks in Russia.—Barracks are erected to shelter the lads battling the Bolsheviki amidst the perpetual snows of the semi-Arctic.—*Archangel, Russia.*—(Photographed by the U. S. Signal Corps.)

Sub-Titles.—Camp Michiganoly, 200 miles from the Arctic Circle. Mess time. When a modern American falls back on the sign language of prehistoric man. A native of Archangel. Archangel—the base of the Allied Armies in Northern Russia.

Anarchist Bombs Wreck Homes of Prominent Men in Many Cities!

Sub-Titles.—New York City—damage at the home of Judge Charles C. Nott, Jr., of the Court of General Sessions.

Philadelphia, Pa.—the Roman Catholic Church of Our Lady of Victory is partly wrecked by a bomb exploded simultaneously with those in other cities.

Boston, Mass.—damage to the home of Judge Albert S. Hayden, of the Roxbury Municipal Court.

Washington. D. C.—the home of U. S. Attorney General A. Mitchell Palmer is partly wrecked by another of the infernal machines. Attorney General A. Mitchell Palmer.

ABE MARTIN

says:

When you see one close-reefed girl you see 'em all.

A feller is praised fer a yard full o' children an' criticised fer ownin' a fliver.

(From New Screen Magazine.)

The Star who never broke a Contract...

Here! Himself—

JOE MARTIN

In his wonderful JOE MARTIN Comedy Series

MEET JOE MARTIN, the Star who never broke a contract,—the Star that, single handed, rocked the great Strand Theatre on Broadway to its very foundations with roars of laughter. Meet the Star who is destined to create the biggest furore in comedy pictures in years. JOE MARTIN in his first release

"MONKEY STUFF"

is now being booked thru all Universal Exchanges. Next week we will publish a signed statement by Manager Plunkett of the Strand Theatre, New York, on JOE MARTIN'S great work, and its effect. Wise Exhibitors will wire for contract booking ALL of JOE MARTIN'S pictures.. A brand-new sensation that will jam-pack your house every release. ACT NOW!!!!

Wire Your Nearest Universal Exchange

SYNOPSES OF "FLAMES OF HATE," "A MODEL HUSBAND" AND "HOME."

"Flames of Hate."

Episode 3.
"ELMO THE MIGHTY."

CAST.

Capt. Elmo Armstrong	Elmo Lincoln
Lucille Gray	Grace Cunard
Rawden	Ivor McFadden
Steve Blighton	Frederic Starr
Granville Sear	Rex DeRoselli
Mrs. Armstrong	Virginia Craft
Wong	Chai Hong
The Mystery Man	James Cole

LUCILLE GRAY is Blighton's prisoner in the cabin, witnessing the terrible torture of Armstrong. Unable to stand the awful punishment of her loyal friend, Lucille leads Blighton and men to the tunnel, where the incriminating documents are supposed to be hidden. Armstrong, lashed securely to an upright in the cabin, is guarded by two of the gang. While in the tunnel, Lucille escapes from her captors. The Mystery Man appears, and knocks out one of the roughs as he is about to seize her. Lucille falls through a hole in the tunnel into an underground stream below and is swept out into a gulch where she makes her escape to the bank.

A forest fire starts near the cabin where Armstrong is a prisoner. The guards run away, leaving Armstrong to his fate. Lucille rides the flume stream hastening back to attempt Armstrong's rescue from the burning cabin. Two ruffians seize her, but are frightened away by the Mystery Man.

Lucille staggers through the blazing doorway and collapses, unconscious, a few feet from Armstrong. The flames seem to leap upon both Armstrong and the unconscious Lucille and no ecape seems possible. The Mystery Man appears suddenly upon his motorcycle and through a blazing window severs Armstrong's bonds with a few shots from his revolver. Armstrong seizes Lucille, the fire brands dropping all around them, and escapes to the river. Here he begins the construction of a crude raft.

Back at the home, Armstrong's mother commences to get alarmed about the safety of her son and also is confronted by financial troubles. She goes to Blighton's office. He coldly denies any knowledge of her son. Mrs. Armstrong then goes to the Gray home, where the kind-hearted cook takes her in. Two of Rawden's men attempt to abduct Mrs. Armstrong, but are foiled by the fiery-spirited Irish cook.

Morning sees Armstrong and Lucille launch a very unstable raft to battle the treacherous currents and hidden rocks of the River of Death.

The gang descends on them, knock Armstrong unconscious and carry the Ranger and Lucille away in an automobile, while the Mystery Man is seen in a thrilling dash to the rescue.

It's Universal Anniversary Month.

Mildred Harris in

"Home"

Jewel Production.

Written and Directed by Louis Weber.

CAST.

Mildred Harris	Millie Rankin
Wm. Crittenden	Mr. Rankin
Lydia Knott	Mrs. Rankin
Helen Yoder	The Richest Girl in School
Al Ray	Tom Wallace
Clarissa Selwynne	Mrs. Deering
Frank Elliott	Frank Elliott

MILLIE RANKIN, the oldest daughter of a small town plumber, has been granted the one longing of her life—a year in an aristocratic school. To meet bare necessities, the family has made grave sacrifices. With the approaching vacation, when Millie should be returning to her humble little home and the happy family circle that love her so dearly, Millie sends a wire instead, saying that she has just accepted an invitation to visit a school chum for several weeks.

Beatrice Deering was the richest girl in school, and Millie's ambitions take wings at the thought of the cherished visit.

In the halls of the rich and the idle, Millie finds much to disillusion her. "High society" revels, and reveals to Millie's own sorrow and bitter disappointment what lies behind the masque of gold that glitters.

She begins to wish herself at home—the home that she never appreciated—the family she had so selfishly denied many comforts that she might have her wish.

At the same moment comes a telegram, stating that her mother is seriously ill. Millie is heart-broken—but hurries to the scene of her mother's bedside. Almost over night she has become a woman, and her eyes are opened to the real issues of Life. Her reunion with her mother, father, little sisters and brothers, as well as her country sweetheart, is a picture of true happiness, not soon to be forgotten.

Abe Martin says:

All good men are not embezzlers, but all embezzlers are good fellers.

Too many woman's clubs spoil th' broth.

Ther's allus some class t' a girl named Pearl.

(*From New Screen Magazine, No.* 17.)

"A Model Husband"

Lyons-Moran Star Comedy.

EDDIE and Lee, two fashionable tailors, prepare their new creation on the eve of the big fashion show.

Their wives having read an article in the daily paper about another ladies' tailor, who has eloped with his model, think the same might happen to their husbands, so they tramp off to the workshop of their husbands.

The wives enter the front office just as the brazen model enters and sweeps into the workshop, much to their surprise, after they have been forbidden to enter. They at once grow suspicious, and when the model has completed her fitting, the wives meet her in the outer office and discharge her.

The hour for the show arrives and no model. As a last resort, Eddie tells Lee he will have to be the model. The wives arrive at the show and plant themselves behind a large velvet curtain. Lee makes a hit. A French buyer tells Eddie that he will purchase many gowns if he will fix up a date with the model.

Eddie is so enraptured that he places his arms about his partner and tells him he can be the firm's model for life. The ever watchful wives see and start for their husbands. The husbands, fearing the wives will mess them up, make a dash for the lobby where the crowd is congregated, a final chase brings the boys into the arms of their wives. The French buyer cancels the date and the order.

(Now Playing to Capacity in Hundreds of Theatres)

"The RED GLOVE"

FROM THE AMAZING STORY
"The FIFTH ACE"
by DOUGLAS GRANT

featuring

MARIE WALCAMP

IN THE

ROMANTIC MYSTERY SERIAL

DASHING along at breakneck speed, oblivious of the deadly perils that beset her, fearless MARIE WALCAMP gives you a succession of thrills that make the chills chase up and down your spine. And will you love these thrills? You just bet your sweet life you'll love 'em and you'll come back for more of 'em in every episode of that dangerously daring Universal serial, "THE RED GLOVE," from Douglas Grant's thrilling book, "The Fifth Ace," written to bring joy and throbs where no joy or throbs existed before. You simply can's miss this serial, for if you do, you just throw away the best moments of your joy-hunting career.

See This Amazing Serial at Your Nearest Universal Exchange.

Carl Laemmle offers Dorothy PHILLIPS in

Brilliant Star of "The Heart of Humanity"

Directed by Rollin Sturgeon

"Give me my chance—I'll fight Fate to a finish!

Yes and we women will pay the bill!"

JEWEL Productions Inc.
1600 Broadway New York City

SCREEN OPINIONS says: "Did you play 'The Heart of Humanity'? If you did, the name of DOROTHY PHILLIPS should mean much to you. The great dramatic strength of this story—the splendid work of the cast—and wonderful direction of material will make this production well worth seeing. Important members of the cast are: William Stowell, Stanhope Wheatcroft, Harry Hilliard and Allan Sears."

GENEVIEVE HARRIS says: "It gets away from the beaten track of screen stories and presents DOROTHY PHILLIPS, star of 'The Heart of Humanity', in a role which will please the many admirers she won in the Holubar picture. There is a surprise at the end which I would not rob you of by telling it in advance. The picture has been well photographed amid interesting scenes."

Carl Laemmle

"The HEART of

featuring

The Governor of Missouri says:

I want to take this occasion to express to you my appreciation of your great picture, "THE HEART OF HUMANITY." It is wonderfully realistic. I want to congratulate you upon the splendid success you have attained in this work.

Faithfully yours,

(Signed) Frederick D. Gardner

EXECUTIVE OFFICE

State House

Jefferson City, Missouri

Released thru

JEWEL Productions INC
1600 Broadway, New York City

offers the Screen's Greatest Picture

"HUMANITY"

Dorothy Phillips

"I have never heard such a one-sided verdict since being in the game, the practically unanimous opinion being—'wonderful'—'great'—'the best picture I have ever seen'."

A. T. CONNARD, Taft, Calif.

"Our price of admission was increased 100 per cent. on this production, but the records for Winnipeg were smashed to smithereens."

PROVINCE THEATRE, Winnipeg, Can.

"Packing the theatre with 'The Heart of Humanity.' This is the sixth day and business has increased daily. Audiences went wild over the picture. Cannot recommend it too highly. Expect to play return engagements."

REGENT THEATRE, Wichita, Kan.

" 'The Heart of Humanity' is the biggest and greatest picture we have ever run, 'Birth of a Nation' not excepted."

PALACE, Maryville, Ga.

"It has been my great pleasure to have played Allen Holubar's masterpiece, 'The Heart of Humanity,' at this theatre for one solid week. Innumerable patrons came to see the picture three and four times. I personally believe that it is the greatest picture that mortal mind has yet conceived."

B. A. GOODMAN, Kinema, Fresno.

Released thru

JEWEL Productions INC.
1600 Broadway, New York City

SYNOPSES OF "THE MYSTERY MESSAGE," SCREEN MAGAZINE, No. 18, AND CURRENT EVENTS, No. 23.

"The Mystery Message."

"RED GLOVE"—Episode No. 15.

CAST.

Billie	Marie Walcamp
Wiley	Tom Lingham
The Vulture	Leon De La Mothe
Vernon	Truman Van Dyke
Dan	Charles Wells
Chase	Frank Jonasson
Mr. Halstead	Wadsworth Harris
Mrs. Halstead	Helen Wright
Angelica Halstead	Gertrude Astor
Tia Juana	Evelyn Selbie
Jose	Edgar Allen
North	Charles Hill Mailes
Jim Baggott	Andrew Waldron

DAN and Vernon rescue Billie from the freight car and pull Wiley's coat off. Wrapping Billie, who is unconscious, in it, Dan and Vernon carry her to her car. Wiley and the Vulture leave for Chase's office. Wiley tells Chase he intends to go down to Limasito the following day, but he wants to settle with Vernon about the check to which Vernon forged North's name.

Dan and Vernon have carried Billie into Halstead's, and the former has left to take Tia Juana and Jose to Limasito. Billie tells Vernon to make a full confession to North. North comes in with Halstead, and Billie tells North the whole story, writes him a check to cover his loss and says that Vernon will pay her back.

Dan sends Billie a note and gives it to a boy to deliver.

Wiley comes to the Halstead's and again threatens Vernon. Vernon calls North, and to his amazement hears North say that the signature on the check is his own, that he gave the check to Vernon himself. Wiley realizes that Billie has tricked him again. Leaving the house, he meets the boy with Dan's note, takes it to the Vulture and tells him to copy Dan's handwriting. He dictates a note, supposedly from Dan, asking Billie to come to a certain address immediately. Believing that Dan may have gotten into trouble, she hurries to the place. She is seized by Wiley, who demands that she give him the Red Glove, which contains the deed to the Pool, and the papers with which Wiley has proved her an impostor for the Murdaugh millions. Billie refuses, Wiley attempts force, and Billie escapes by jumping into a dumbwaiter. The Vulture tries to catch her. Outside Billie "borrows" a motorcycle and escapes.

The Vulture and Wiley race after her. Billie tries to pass through the jam of cars at the crossing, and is thrown high in the air as she attempts to turn a sharp corner.

Screen Magazine, No. 18

NEW Screen Magazine No. 18 opens with some pertinent thoughts of a dog which may come in handy for the dog-days. We are then switched to Ellis Island, where aliens have to pay when they leave as well as show their money upon entering. Many have attempted to evade their internal revenue taxes on returning to Europe on the principle that it is cheaper to move than pay rent. The most interesting screen magazine feature for a long time, however, is a moving picture of the way in which frost crystals are formed through the action of descending temperature upon water. You have often seen them on the window pane, but now you see them forming. We are also introduced to the Sadhus of India, who may appear to be beggars but are usually scholarly men who are cultivating their minds at the expense of their bodies. The screen magazine's enthusiasts will be interested in the Editor's "splashes" as well as in his Burlesque News and Abe Martin sayings.

Current Events, No. 23

Launch World's Largest Cement Merchant Ship. (Omitted from San Francisco and Los Angeles.)—*San Francisco, Cal.*

Yanks Aid French Fighting Blaze in Brest Theatre.—Brest, France.

Sub-Title. — Apparatus from the American Embarkation Camp at Brest arrives to aid the French.

Dedicate Heroes' Grave. (Omitted from San Francisco and Los Angeles.) —Daughters of California pay tribute to memory of those who gave their lives for liberty.—*San Francisco, Cal.*

Sub-Titles.—The last tribute to our heroic dead.

Suffrage Amendment Passes the Senate.—Women who fought for the bill before Congress leave headquarters to attend the vote at the Capitol. —*Washington, D. C.*

Sub-Titles.—Representative Mann, who put the bill through the House, is congratulated by Mrs. Maude Wood Park, Chairman of the Congressional Committee of the National Woman's Suffrage Association. Speaker Gillett of the House of Representatives signs the Suffrage Amendment.

ABE MARTIN says:--

If two kin live t'gether t'day at any cost ther goin' some.

What's become o' th' girl that used t' complain 'cause she didn't have a decent thing t' wear.

(*From New Screen Magazine.*)

Women War-Time Aids Mustered Out With Honors.—Philadelphia, Pa.

Sub-Title. — Major-General Prite presents honorable discharges to the officers of the "Emergency Aides."

Soldier Athletes Sail to Take Part in the Inter-Allied Games.—Hoboken, N. J.

Sub-Titles.—Boys who will uphold the athletic prowess of America in competition with representatives of the Allied Armies in France.

Insect Foe Invades America.—The "Seventeen-Year Locust" and his tribe innumerable have arrived to destroy crops. Watch out for him!

Sub-Titles. — For the periodical cicada, as the locust is scientifically known, cannot be discouraged, and promptly climbs up the tree again. Locusts and the cast skin from which they emerge. The holes in the ground in which the larvae hatch out.

In the Public Eye.—Constantin Buszcynski, the first envoy to America from the Polish Republic, presents his credentials at the State Department. —*Washington, D. C.*

Sub-Titles.—Speaker Gillett of the House of Representatives receives the annual report to Congress of the Boy Scouts of America. Richard Croker, "boss" of Tammany Hall, sails from New York for his home in Ireland. Miss Elizabeth Marbury, prominent Society leader, leaves on the S. S. Carmenia as the representative of the Knights of Columbus.

College Oarsmen Clash. (Omitted from Philadelphia and Baltimore.)—Eight-oared shells race in hard-fought regatta.—Chicago, Ill.

Relatives Besiege Mine Where One Hundred Are Feared Dead.—Wilkesbarre, Pa.

Sub-Titles.—A procession of ambulances and morgue wagons enter the mine where an explosion of a car of powder is reported to have killed a hundred miners and injured scores.

Seaplane NC-4 "Jumps Off" on Lisbon Flight!—Ponta Delgada, Azores.

The Biggest Single Reel Money Getter On Earth

NEW SCREEN MAGAZINE

All the latest and newest advances in

SCIENCE

TRAVEL

Photography
(Tricks and Novelties)

Health Hints

Physical Culture

Dancing-Cooking

And all other fascinating subjects

It Entertains while it Educates

THE NEW SCREEN MAGAZINE, properly handled, will prove the biggest and most consistent money-getter for its cost per week of anything ever screened.

IT ENTERTAINS WHILE IT EDUCATES. It brings people into your house that you never had there before. That the NEW SCREEN MAGAZINE is growing in popularity among exhibitors and public is shown by the record of new bookings from every quarter.

New and novel subjects, strange and wonderful things that are as unusual as they are fascinating will appear regularly with a touch of comedy to brighten and sparkle the Magazine each week. You can't afford to be without it. It will often save your show. Book now!

UNIVERSAL FILM MANUFACTURING COMPANY,
Largest Film Manufacturing Company in the Universe.
CARL LAEMMLE, President
1600 Broadway, New York

ABE MARTIN says:--

A willin' worker is soon on a committee.

Any place where a woman kin be womanly is a woman's place, but that hain't jest any ole place.

(*From New Screen Magazine.*)

"The Captive Bride"

Two-reel Western Drama.

CAST.

John Warburton	Pete Morrison
Mildred Baker	Magda Lane
Dort Machin	Leo Delaney
Lew Norton	Hal Wilson
Mrs. Warburton	Janet Eastman

JOHN WARBURTON, his wife and little son, live on a homestead in the Arizona cattle country. Machin, the leading cattle man, tells John he must give up his homestead and clear out. John refuses, is stunned by a blow, and his wife is killed. John, coming to, sees his dead wife. He curses Machin and swears vengeance on him.

Five years later John is head of a band of bandits, adjacent to Machin's ranch. Machin is on the verge of ruin, his cattle have been rustled and his ranch is mortgaged to the bank.

While waiting for the banker to try to get an extension on his mortgage, Machin sees a letter on his desk from an attorney, stating that Mildred Baker, an heiress, is coming West. Machin sees an opportunity to recoup his fallen fortunes. He meets Mildred and soon becomes friendly with her. John is instrumental in saving Mildred from danger and is strangely attracted toward her.

Machin proposes to Mildred, is accepted and the wedding day is arranged.

John, on the day of the wedding, hears that in spite of everything Machin is about to escape his vengeance by marrying an heiress. He jumps on his horse and rides madly to the church. The ceremony is in progress when John rides in, without stopping picks up the bride, turns his horse and rides away. A posse is formed and led by the bridegroom, they start in pursuit. John arrives at the bandit's cabin and places Mildred in the care of an old squaw who keeps house for them.

That night John falls asleep while on guard. Mildred seizes the opportunity to try to make her escape. She is about to slip past the sleeping man when she hears footsteps on the outside. She hastily hides. John awakens as a man enters and tells him they have captured Machin. John orders Machin to be brought to him and lowers the light. John motions Machin to a seat, then says: "I have the girl you were to marry—what you going to do about it?"

"I might as well tell you the truth," said Machin, "unless I marry her I am a ruined man. Let me go through the marriage ceremony with her so that I can claim her money and then I swear you shall have her back to do with as you like." He has hardly uttered the last words when Mildred faces him. He starts back in terror as she denounces him for the cur he is. John turns up the light and rises. Machin stares, then with a muttered "The damn homesteader," collapses.

Next day John takes Mildred to the outskirts of the town, where he says good-by, but only after he has promised Mildred that when he has made good he will return for her.

"The Missing Bullet"

7th Episode
"CYCLONE SMITH'
Adventure Story.

CYCLONE SMITH has been happily married for five years when he runs up against it. He is proprietor of a small hotel. His baby, Tommy, and his wife, Peggy, are the joy of his existance. He resents the sheriff's attentions to his wife. While waiting on the bar one night, Smith sees the sheriff forcing his attentions on his wife. He throws the sheriff out. The sheriff swears revenge. His opportunity comes when a fight starts in the hotel and Smith tries to break it up at the point of his gun. The sheriff sees this from the door and, drawing his gun, shoots past Smith, killing the man at whom Smith is pointing his gun. Smith drops his gun in surprise. The sheriff enters and, picking up the gun, secretly slips a used shell into it. He then accuses Smith of murder. Smith realizes he has been framed. He makes a bolt and escapes. As he fired the fatal shot, the sheriff was seen by Andy, a desert rat, who is broke. He touches the sheriff for the price of a drink. The sheriff, knowing he has the goods on him, is forced to comply.

Smith escapes from the posse and builds himself a camp in the mountains. The longing to see his family becomes too strong and he starts for town.

The sheriff finds Tommy, who has wandered away from his Indian squaw nurse. He takes him home and though Peggy is in bed sick, takes him to her room. In spite of Peggy's protest, he insists on staying in the room. Smith sneaks up to the back of the hotel, and thinks that his wife is unfaithful to him. As he leaves he bribes the nurse to steal Tommy and bring him out to his camp. The sheriff runs Andy out of town.

The disappearance of Tommy causes a wild search. Tommy, in camp with Smith, is bit by a snake, the nurse goes to town to get help, Peggy learns of her son's danger and starts to his assistance.

In the camp Peggy and Smith meet at the bedside of Tommy. The sheriff has seen him, and followed. He is about to shoot at Smith when the squaw pins his arm to a tree with a knife. The sheriff denounces Smith, but Andy turns up and tells the real facts.

SYNOPSES OF "THE CAPTIVE BRIDE," "THE MISSING BULLET," "HOWLING LIONS AND CIRCUS QUEENS."

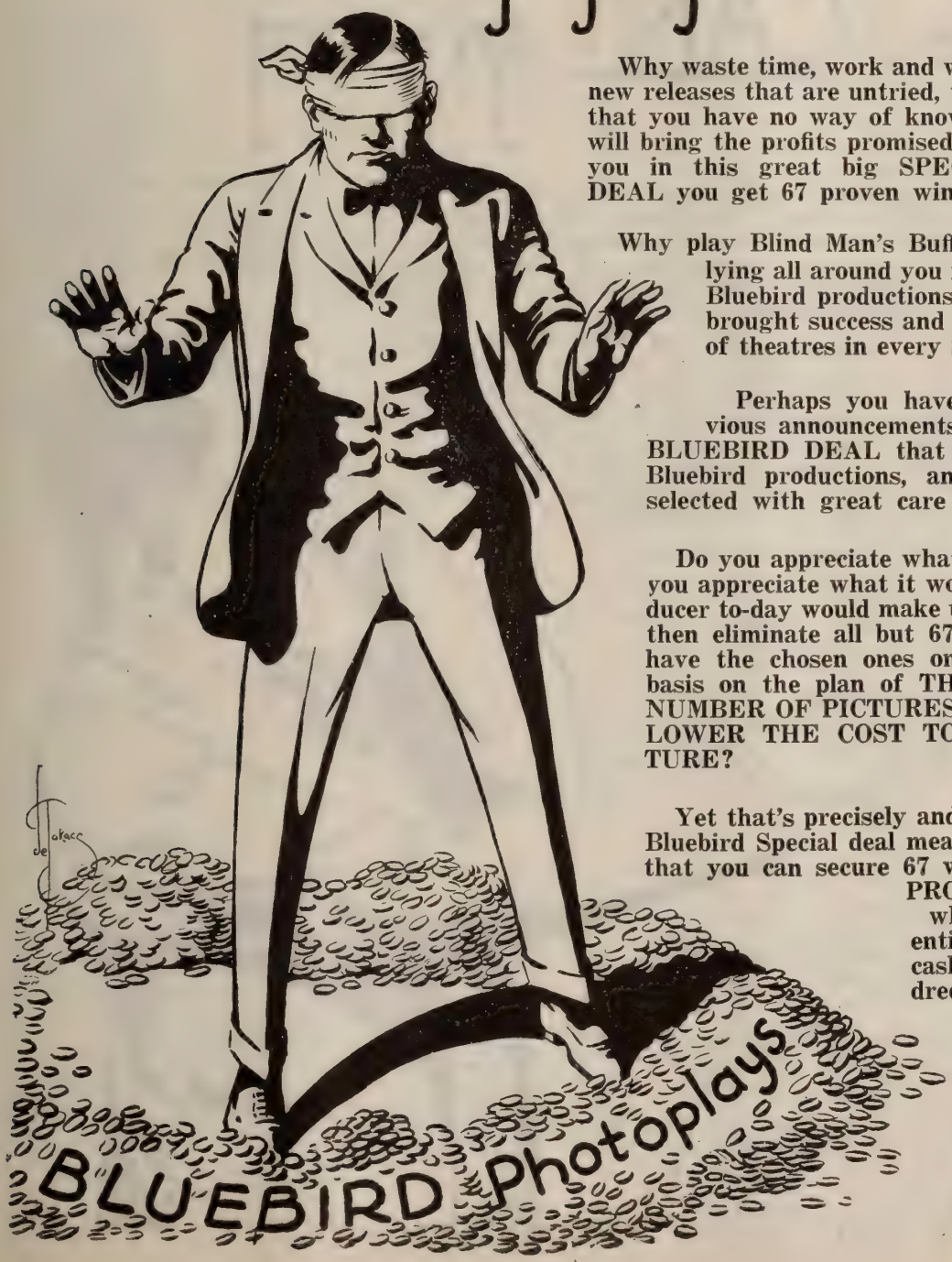
"Howling Lions And Circus Queens"

Two-reel Century Comedy.
(Copyrighted, 1919, by the L-Ko Komedy Kompany.)

BILLY BIFKINS and Salindy Simp were sweethearts, living in the quiet little town of Podunkville, Ohio. They loved each other like flies love molasses until one sad day Buffalo Bull, owner of a traveling circus, and the lion tamer as well came to Podunkville to give a show.

Buffalo Bull fell for Salindy at first sight and gave her a pass for "the greatest show on earth." She eluded Bifkins, and never having seen the bright lights of the city, Sally decides to follow the circus just to be near her lion-tamer lover. But Bifkins finds out where she has gone and goes in search of her. After walking all over, he finds her watching the evolutions of Senorita Coochee, late from the Why Kickmee Isles. They visit all the side-shows together, finally landing in the cage of the lion—and then the fun begins.

Why play Blind Man's Buff — with sure money lying around you?



Why waste time, work and worry searching for new releases that are untried, that are not tested, that you have no way of knowing whether they will bring the profits promised, when here before you in this great big SPECIAL BLUEBIRD DEAL you get 67 proven winners?

Why play Blind Man's Buff with sure money lying all around you in these 67 selected Bluebird productions that have already brought success and profits to hundreds of theatres in every State in the Union.

Perhaps you have read in our previous announcements on the SPECIAL BLUEBIRD DEAL that we took over 150 Bluebird productions, and from these we selected with great care these 67 pictures.

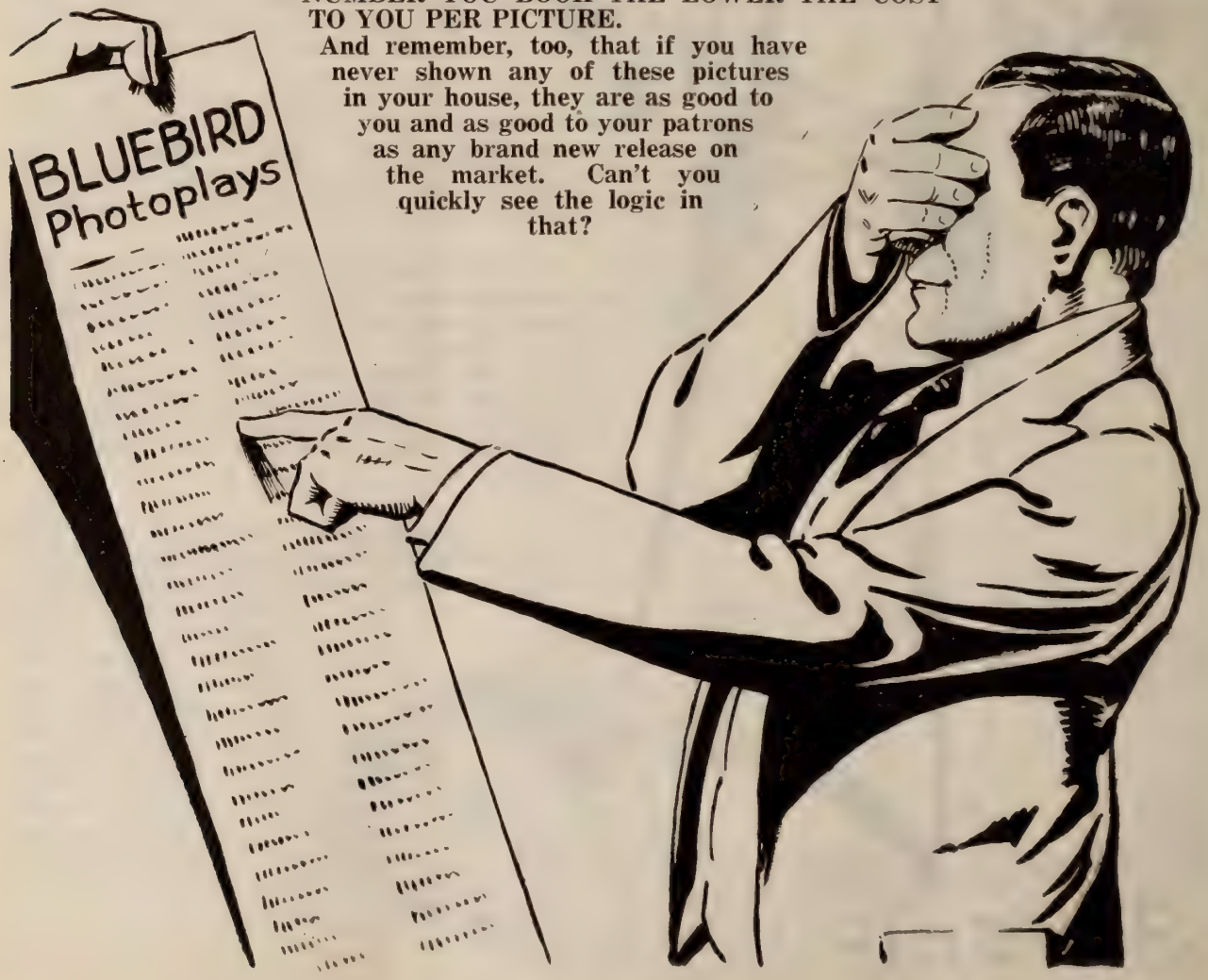
Do you appreciate what that means? Do you appreciate what it would mean if a Producer to-day would make up 150 productions, then eliminate all but 67 and allow you to have the chosen ones on a group booking basis on the plan of THE LARGER THE NUMBER OF PICTURES YOU BOOK THE LOWER THE COST TO YOU PER PICTURE?

Yet that's precisely and exactly what this Bluebird Special deal means to you. Means that you can secure 67 wonderful pictures, PROVEN WINNERS, which if booked in entirety means the cash saving of hundreds of dollars to you, with supreme entertainment for months and months to your patrons.

Just Close Your Eyes and pick them at random- You CAN'T go wrong

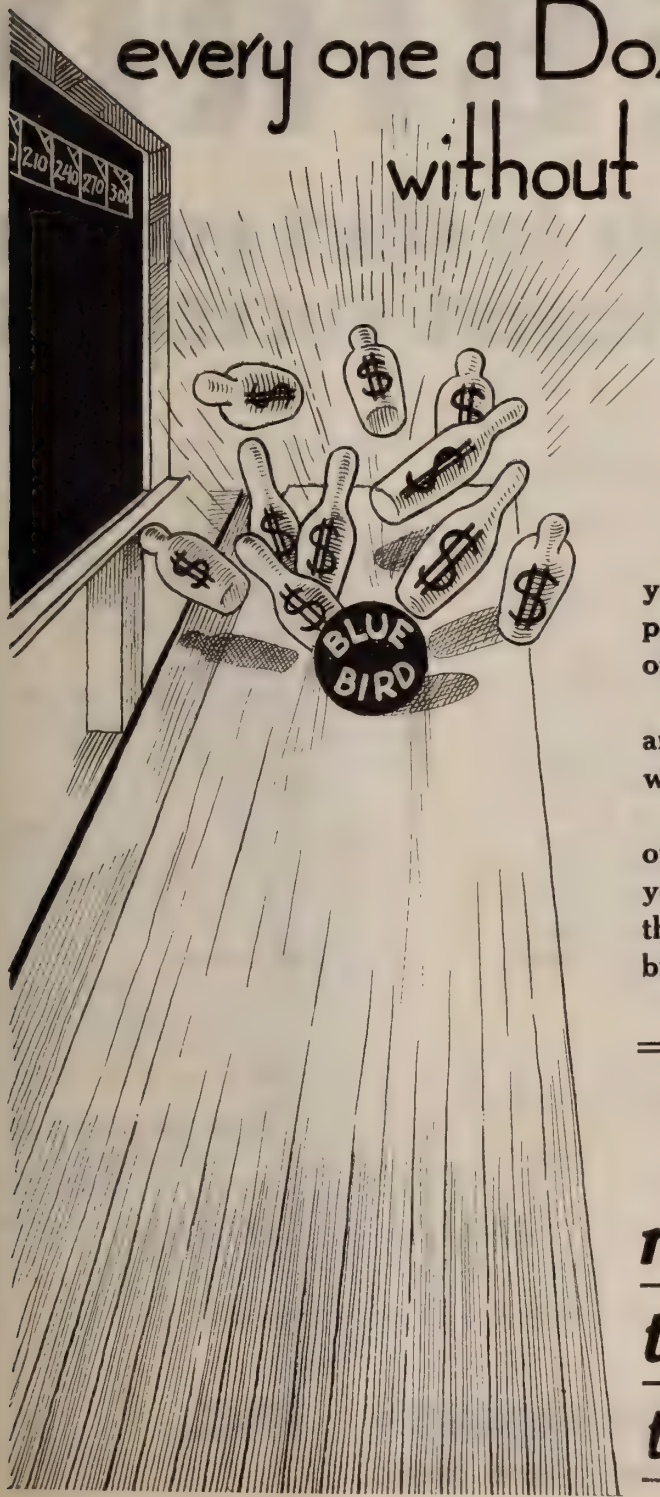
Turn to the last page of this four-page advertisement and pick your Bluebird pictures at random. You cannot go wrong. You cannot make a mistake, for we have safeguarded that by already choosing only those Bluebird productions that have made money for exhibitors. And remember the principle on which you get these pictures, viz.—THE LARGER THE NUMBER YOU BOOK THE LOWER THE COST TO YOU PER PICTURE.

And remember, too, that if you have never shown any of these pictures in your house, they are as good to you and as good to your patrons as any brand new release on the market. Can't you quickly see the logic in that?



A PERFECT SCORE

every one a Box Office 10 Strike without a miss !!



Every one of these 67 Bluebird pictures is a hit. And why shouldn't each one be, when each has been selected for its successful record of money-making in hundreds of theatres already?

Thus you get "tested goods." You are insured before you book, yet in spite of tested goods and being safeguarded you actually get these superfine pictures, all proven winners, at less cost to you than any of the feature releases on the market to-day.

How can you hesitate? How can you waste another minute thinking about such a plan when it's as plain as day?

You've the biggest opportunity before you of the season. A chance to clean up and give your patrons a list of attractions that will tie them solid to your house, and remember the big point, i. e.—

The larger the number you book the lower the cost to you per Picture

Here's the List of BLUEBIRD

Productions ready to start you on your season's biggest successes

Dorothy Phillips in
"THE GRAND PASSION"
"BROADWAY LOVE"

Priscilla Dean in
"SHE HIRED A HUSBAND"
"THE BRAZEN BEAUTY"
"WHICH WOMAN?"

Carmel Myers in
"THE LITTLE WHITE SAVAGE"
"WHO WILL MARRY ME?"
"ALL NIGHT"
"A SOCIETY SENSATION"
"THE DREAM LADY"
"THE CITY OF TEARS"
"BROADWAY SCANDAL"
"THE MARRIAGE LIE"
"THE WINE GIRL
"THE GIRL IN THE DARK"
"THE WIFE HE BOUGHT"
"MY UNMARRIED WIFE"
"THE LASH OF POWER"

Juanita Hansen in
"THE SEA FLOWER"

Marie Walcamp in
"TONGUES OF FLAME"

Frank Keenan in
"THE LONG CHANCE"

Herbert Rawlinson in
"BRACE UP"
"THE MAN TRAP"
"FLIRTING WITH DEATH"

Lois Weber in
"SCANDAL MONGERS"

Zoe Rae in
"DANGER WITHIN"

Louise Lovely in
"A RICH MAN'S DARLING"

Mae Murray in
"FACE VALUE"
"PRINCESS VIRTUE"

Fritzi Brunette in
"THE SEALED ENVELOPE"
"THE VELVET HAND"

Franklyn Farnum in
"THE EMPTY CAB"
"FAST COMPANY"
"THE FIGHTING GRIN"
"$5,000 REWARD"
"THE SCARLET CAR"
"THE WINGED MYSTERY"
"ANYTHING ONCE"
"A STORMY KNIGHT"

Ella Hall in
"A MOTHER'S SECRET"
"MY LITTLE BOY"
"THE SPOTTED LILY"

Francis Ford in
"THE CRAVING"

Rupert Julian in
"MYSTERIOUS MR. TILLER"
"MOTHER O' MINE"

Edith Roberts in
"A TASTE OF LIFE"
"SET FREE"
"LOVE SWINDLE"
"THE DECIDING KISS"

Monroe Salisbury in
"THE MILLIONAIRE PIRATE"
"HUGON THE MIGHTY"
"THAT DEVIL BATEESE"
"THE EAGLE"
"WINNER TAKES ALL"
"THE SAVAGE"
"THE DESIRE OF THE MOTH"
"THE GUILT OF SILENCE"
"THE RED, RED HEART"
"HUNGRY EYES"
"HANDS DOWN"

Ruth Clifford in
"THE GAME'S UP"
"THE CABARET GIRL"
"FIRES OF YOUTH"
"THE LURE OF LUXURY"
"MIDNIGHT MADNESS"

Violet Mersereau in
"TOGETHER"
"MORGAN'S RAIDERS"

Select Your List of Attractions and Wire Your Nearest BLUEBIRD EXCHANGE

BLUEBIRD Photoplays, Inc.
1600 Broadway, New York

Mae Murray in "The Delicious Little Devil"

Here's one of the finest SPECIAL ATTRACTIONS ever released by the Universal. Not one production in a hundred high class features surpasses it and few equal it. It's superb, classy, with settings and effects extraordinary.

Your patrons will go wild over it.

It brings 100 per cent entertainment. It overshadows anything you'll show in months. Advertise it bigger than you've advertised in months. Book it for at least 4 days and watch it pack your house at every performance. PROOF OF ALL THIS? Your own eyes, at your nearest Universal Exchange. YOU SIMPLY DARE NOT PASS THIS WINNER UP. It would be absurd to miss out on it. Grab it NOW.

NO SMARTER NOR FINER PRODUCTION TO BE SEEN THIS SEASON

One of Our Finest Universal Special Attractions

Bewitching MAE MURRAY IN "THE DELICIOUS LITTLE DEVIL"

Book For a Run—It's a Winner

Harrison, in the Motion Picture News — Says:

The authors of "THE DELICIOUS LITTLE DEVIL" have done a fine job. So has Robert Leonard, the Director, and Miss Murray has done one of her finest bits, perfectly suited to her splendid talents. Fresh originality of plot, carries swiftly, and comedy situations generous.

Gordon Trent, in the N. Y. Morning Telegraph, Says:

"THE DELICIOUS LITTLE DEVIL" is one of the finest pictures in which Mae Murray has appeared as a Universal Star. Titles add quaint atmospheric charm.

Wid Says:

Mae Murray in "THE DELICIOUS LITTLE DEVIL" is seen at her very best. Whoever picked this story for Miss Murray certainly had the right idea. Suits her perfectly and enables her to display her rare talents.

It's One of the Finest Universal Special Attractions of the Season
View It at Your Nearest Universal Exchange.

The MOVING PICTURE WEEKLY

VOL.8 Nº19
JUNE 28

CYRIL MAUDE AND VIOLET HEMING IN "WINNING HIS WIFE"

STAGE WOMEN'S WAR RELIEF

Priscilla DEAN

in a dazzling story by BAYARD VEILLER, author of "Within the Law"

"Pretty Smooth"

YOU can't beat melodrama for getting the money, and you can't beat the man who wrote "Within the Law" at writing melodrama. Your every patron knows what Bayard Veiller can turn out, and they'll never see a more breathless, gripping, realistic story on any screen than "PRETTY SMOOTH."

THIS story fits Priscilla Dean like a silk glove. And in that silken glove is a hand of steel, controlled by an iron nerve. Never was Priscilla Dean more beautiful, more brilliant, more daring. The fifth of five marvelous successes. Don't fail to see it—don't fail to show it. Act today.

UNIVERSAL SPECIAL ATTRACTIONS

It's UNIVERSAL'S SEVENTH Anniversary

¶ From every State in the Union we've received telegrams, letters, and messages of congratulation on our Seventh Anniversary. Men who started in this business at about the time the Universal was beginning to hit its stride, and who appreciate all the Universal has done for the trade, as they know from experience, are as proud of Universal accomplishments as we ourselves are.

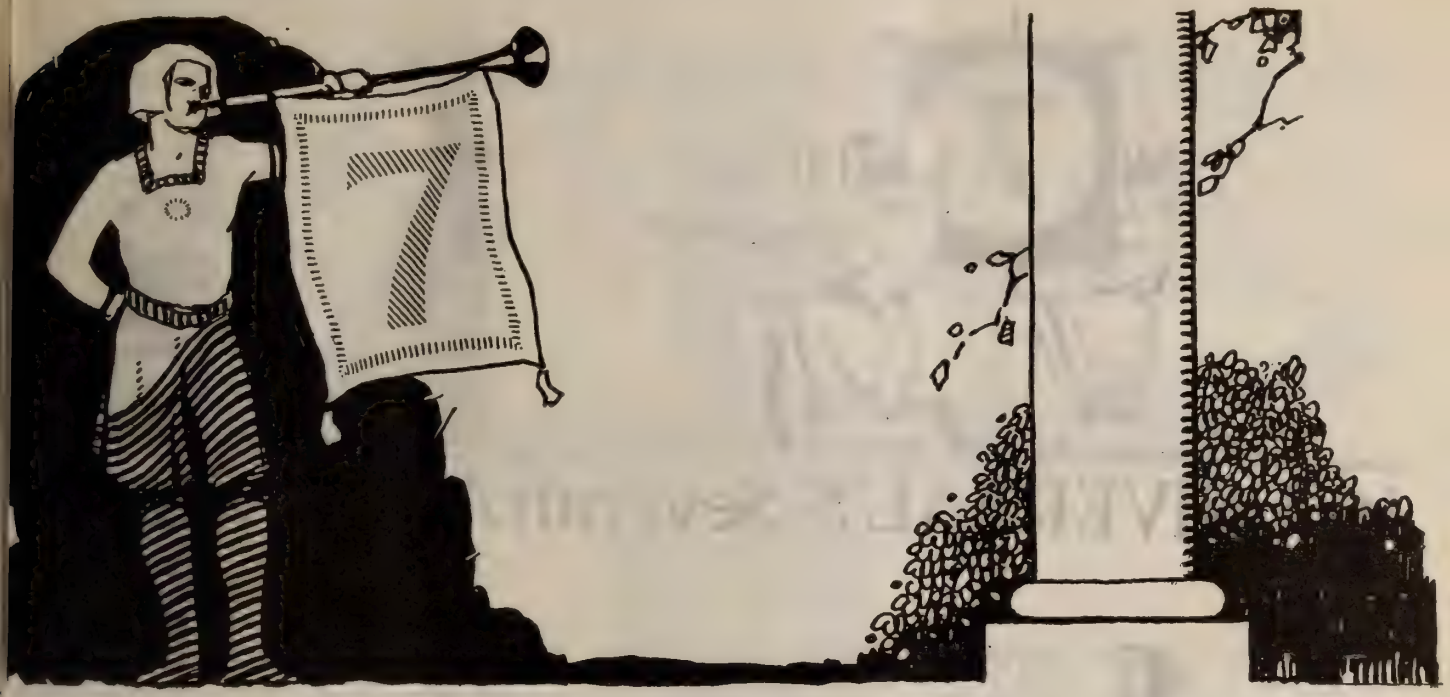
¶ Exhibitors are demonstrating in a very substantial manner that their appreciation does not consist of just message of congratulation. They are showing their faith in the Universal by booking and showing MORE UNIVERSAL PRODUCTIONS than ever before. Thus they are discovering that Universal has made the greatest strides in fine picture-making of any concern in the business.

It's UNIVERSAL'S

¶ That the largest and finest Theatres are demonstrating their appreciation is proven by the tremendous number of bookings on JEWELS and UNIVERSAL SPECIAL ATTRACTIONS.

It is simply an example of success achieves success. Class will tell anywhere any time, all the time.

Universal is on the straight road to productions of the finer and higher class, and the productions themselves are their own best evidence.



Seventh Anniversary

¶ It would take pages of space to enumerate all the large and fine theatres that are now using our JEWELS and UNIVERSAL SPECIAL ATTRACTIONS.

Every one of these houses has come to recognize in JEWELS and UNIVERSAL SPECIAL ATTRACTIONS the finest productions on the world's market.

With such a record of exhibitors' financial success as "THE HEART OF HUMANITY" and our other JEWELS, exhibitors have good cause to feel proud of Universal.

It's UNIVERSAL'S Seventh Anniversary

¶ And—in asking you to book and show more Universal productions during our Anniversary month of June, we are simply asking you to favor yourself, for the finest demonstration of what our pictures will do for you will be convincingly shown in bigger profits than you've ever enjoyed.

¶ We are planning greater achievements in big productions. We promise to improve our already splendid record of the past months.

We promise to deliver finer pictures that will bring home more money to you and more pleasure for your patrons.

Take this as our Seventh Anniversary promise and watch Universal make good.

UNIVERSAL

A whirl wind Clean up For Exhibitors Right Now

JESS WILLARD

Heavyweight
CHAMPION
of the World
in the Big Box
Office Winner
"The Heart
Punch"

"WIRE"

YOUR NEAREST
UNIVERSAL
EXCHANGE

A WORD TO THE

No. 242 Straight from the Shoulder Talk By Carl Laemmle, President, Universal Film Manufacturing Company.

This is to notify all unscrupulous producers and all unscrupulous agents of unscrupulous producers that the Universal company has a perfectly good contract with Miss Priscilla Dean, and that the Universal company intends to protect its rights to the very limit of its ability.

Since you have no sense of honor to which we can appeal, we are forced to appeal to your sense of fear of the law.

Some of you have been making offers of higher salaries to actors and actresses now under contract with the Universal, knowing in your cheap hearts that you would create a keen sense of dissatisfaction in the mind of the star and hoping thereby to cause the star to spoil a picture or two for us and make us glad to give up our contracts. Thank God you are dealing with the

STAR STEALERS

wrong person when you seek to corrupt Miss Dean's sense of honor.

Some of you have gone into meetings of the National Association, prating loudly about a higher standard of honor in the business; only to send secret word to one of your agents to see if such and such a star could not be stolen.

The only standard of honor that is worth a damn in this business or any other business is a standard of action, not of words.

The Universal company, as fast as it obtains legal proof of your guilt in the matter of star stealing or contract violating, will publish your names so that the whole trade will know who is putting the curse of crookedness upon the industry. The Universal will ask exhibitors to establish a real standard of honor in the business by refusing to book pictures made with stolen stars or based on violated contracts.

The whole trade knows that Miss Priscilla Dean, for example, was lifted from obscurity to stardom by the combined efforts of the Universal brains, Universal enterprise and Universal money. The exhibitors now recognize her as a star of the first water. We think they will co-operate with us in seeing that stars are not stolen by any of the vultures of the trade. We think they have had enough sad experience in this line, and we think they all KNOW that every time a star is stolen it is the exhibitor, not the crooked producer, who foots the higher bill.

We are looking for peace, gentlemen, but if necessary we will fight like hell to get it!

ELMO LINCOLN in '

WITH A GREAT SUPPORTING C

Capacity

Capacity—on serial nights is the dream of every exhibitor. Capacity on matinees is even a bigger achievement. Both can be attained with the Universal's big new challenge serial, "ELMO, THE MIGHTY," featuring the great ELMO LINCOLN, celebrated star of "TARZAN OF THE APES" and "THE KAISER, THE BEAST OF BERLIN," backed by the drawing power of popular Grace Cunard and big cast.

A copy of the big new advertising campaign book shows you how to pack your house and keep the crowds in line for 18 weeks.

Get a copy of this new book from any Universal Exchange and read it from cover to cover.

Here's a brand new type of story, brand new type of serial Star and brand new action in thrills and sensations. See as many episodes as your exchange has ready to project for you. That's the answer to your booking and financial success. ACT NOW!!!

ELMO THE MIGHTY"

T INCLUDING GRACE CUNARD

THE MOVING PICTURE WEEKLY

A MAGAZINE FOR MOTION PICTURE EXHIBITORS

Published Weekly by the MOVING PICTURE WEEKLY PUB. CO.
1600 BROADWAY, NEW YORK CITY

PAUL GULICK, *Editor* JOE BRANDT, *Bus. Mgr*

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Vol. 8. JUNE 28, 1919. No. 19

B. S. Moss Theatrical Enterprises, Inc.
729 Seventh Avenue at Forty-ninth Street
New York City, May 21, 1919.

Mr. Carl Laemmle,
Universal Film Company,
1600 Broadway,
New York City.

My Dear Mr. Laemmle:—

On this date, the seventh anniversary of your organization, I wish to extend to you my sincere congratulations for your very great success.

There are very few men in the motion picture industry that have done so much to uplift and to make popular this world-wide and far-reaching business.

Your company has during its existence been of great service to us on very many occasions, and some of the best freatures that we have played in our circuit of theatres have come from the Universal Film Company.

With all best wishes for a happy, prosperous future, I am,

Sincerely yours,

B. S. MOSS.

CONGRATULATES UNIVERSAL.

B. S. Moss, President of the B. S. Moss Theatrical Enterprises, Inc.

SENT MESSENGER.

Universal Film Exchanges, Inc.
Des Moines, Iowa.

Gentlemen:

I wish to thank you for the service you rendered me Saturday in sending my films by messenger in order to reach me in time for matinee. It sure is a great pleasure to an exhibitor to do business with an exchange that will go so far in order to give good service. So again thanking you for this and all past favors, and wishing you a happy anniversary, I remain

Very truly yours,
(Signed) H. DE BAGGIO,
Real Amusement Co., Inc.
Colfax, Iowa.

FROM THE INDIAN COUNTRY.

Mountain View, Oklahoma,
June 5, 1919.

Mr. Carl Laemmle, President,
Universal Film Exchanges, Inc.,
1600 Broadway, New York, N. Y.

Gentlemen:—

This is to congratulate you on the seventh anniversary. I have shown to date all Bluebird Productions, which are winners. I mean from No. 1 to No. 164. Have booked solid all Universal Productions. Seven years in the show business. I base my success on Universal Service, and am on this date booking two (2) STAR Productions a week.

Yours truly,
Manager Electric Theatre.
In Kiowa County, Indian Country.

COURTESY UNSURPASSED.

Lourie Theatre,
Dowrie Theatre,
June 6, 1919.

Universal Film Mfg. Co.,
1600 Broadway, New York.

Gentlemen:—

Accept this note with my sincerest congratulations on your seventh anniversary. Also want to say a word for the Pittsburg Exchange. Doing business with them continually, and KNOW when I say—LEAVE IT TO THEM FOR SQUARE DEALING. Their courtesy is unsurpassed by that of any other exchange in the city.

With sincerest wishes,
L. C. SCHMITT,
Lourie Theatre, N. S. Pgh.

"Distinct Novelty"
"Sure Fire Success"
"Going Over Big at Every Performance"
"Heartiest Congratulations"

says

Joseph H. Plunkett
Managing Director

STRAND THEATRE
NEW YORK

of the

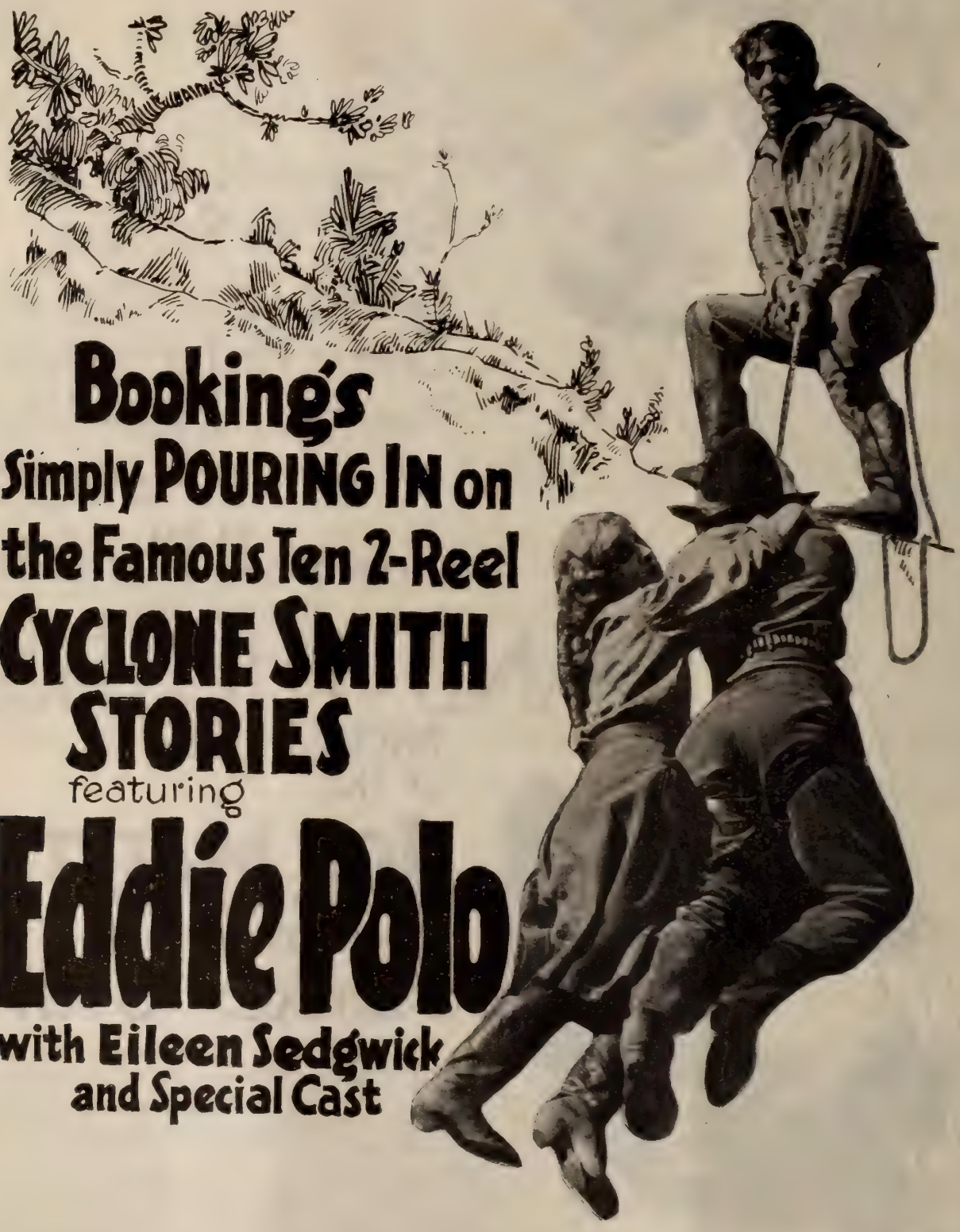
JOE MARTIN
COMEDY:
"Monkey Stuff"

YOU can bet your last dollar that Mr. Joseph Plunkett does NOT write any letters containing any such statements as above UNLESS the goods are there. And when Mr. Plunkett expresses himself as he does you need no further assurance that the pictures are right. We claim that JOE MARTIN will be an out-and-out sensation in your house.

We claim that these brand new JOE MARTIN comedies will rock your house to its foundations with roars of laughter. We claim that no animal comedies even approach these new JOE MARTIN pictures. They are wonderful and no mistake. SEE THEM FOR YURRSELF and you'll instantly see why—

JOE MARTIN IS A TREMENDOUS HIT

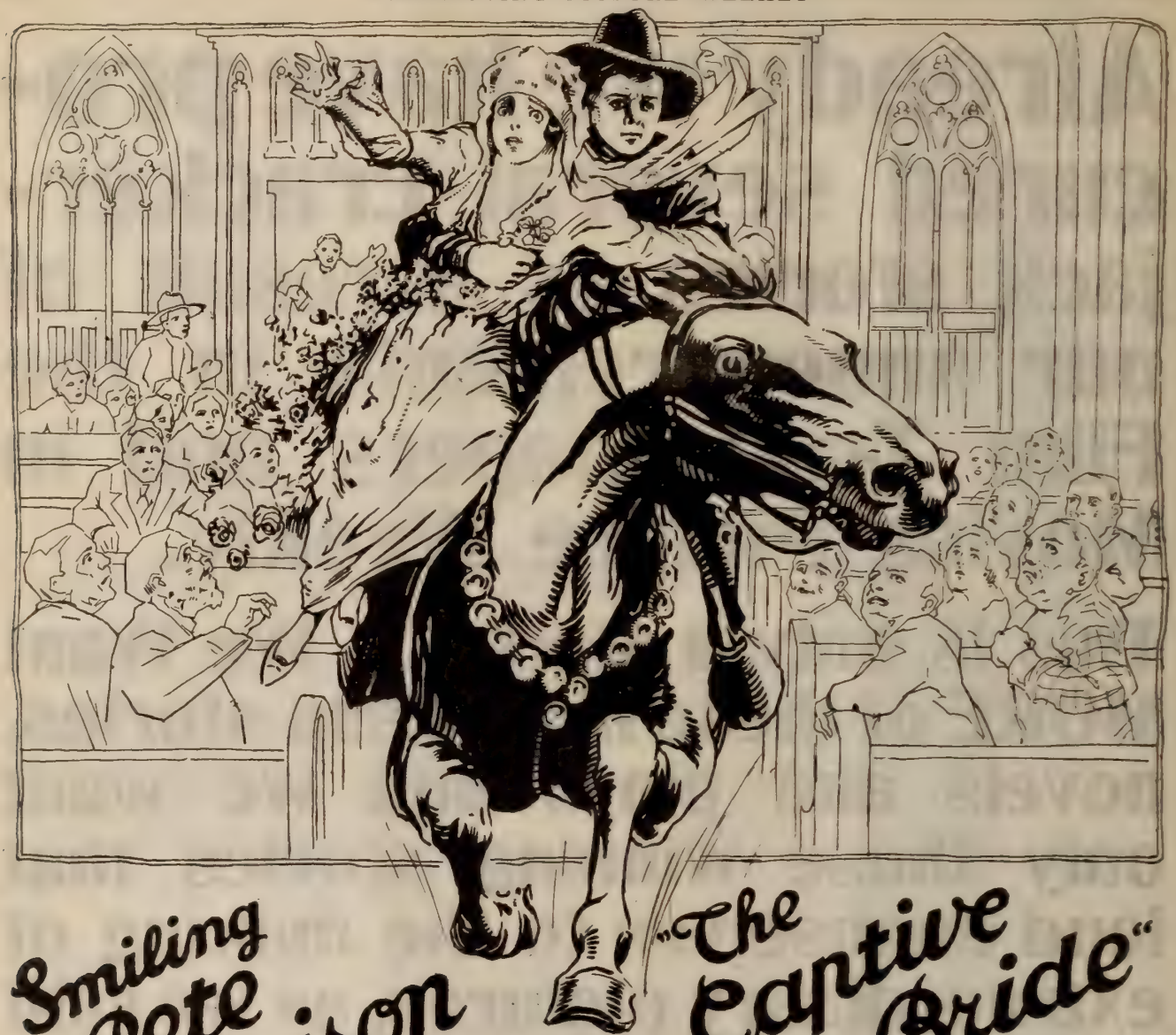
Secure Your Contract Now For All Joe Martin Comedies, Thru Your Nearest UNIVERSAL EXCHANGE.



NOW BOOKING THRU ALL UNIVERSAL EXCHANGES

Already we have procured several crackerjack stories as a result of our announcements in the Film Trade papers and in Moving Picture Weekly.

This is only a starter. We Want MORE of these high-class stories, novels and plays and we want only those winning stories that lend themselves to the making of extraordinary pictures, as we said before--"That stand the crowds in line in front of every kind of theatre--large and small alike." keep up the good work. We will pay highest prices for the right character of story--Address Universal Film Mfg. Co., 1600 Broadway, N. Y. City.



Smiling Pete Morrison in "The Captive Bride"

WANT to give your patrons a 5-reel thrill in 2 reels? Want to send 'em away talking? Want to put Universal two-reelers on the map in your house so that you'll figure your profits on them same as you do on the big features? Then start off with SMILING PETE MORRISON IN "THE CAPTIVE BRIDE." Then when you've played this one, ask your Exchange manager to let you see those you've missed, and you'll get a mental jolt and a purse itching. Begin NOW. Use every two-reel picture we release. Get all the dope on this, on past and on coming releases from any of our—

UNIVERSAL EXCHANGES

KNOWLEDGE IS WEALTH!

Everybody will pay to learn

That's why you should book

THE

NEW SCREEN MAGAZINE

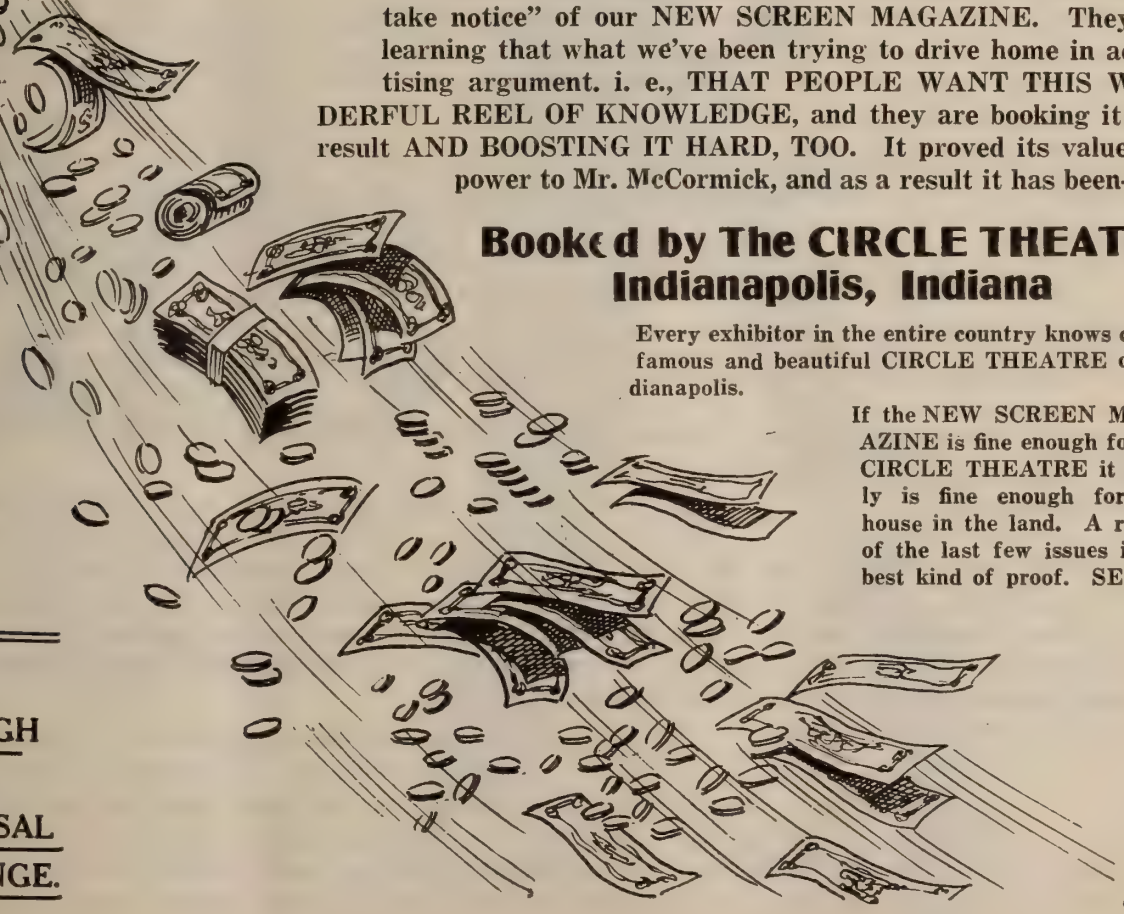
and get the Money

The largest and finest theatres are beginning to "sit up and take notice" of our NEW SCREEN MAGAZINE. They are learning that what we've been trying to drive home in advertising argument. i. e., THAT PEOPLE WANT THIS WONDERFUL REEL OF KNOWLEDGE, and they are booking it as a result AND BOOSTING IT HARD, TOO. It proved its value and power to Mr. McCormick, and as a result it has been—

Booked by The CIRCLE THEATRE
Indianapolis, Indiana

Every exhibitor in the entire country knows of the famous and beautiful CIRCLE THEATRE of Indianapolis.

If the NEW SCREEN MAGAZINE is fine enough for the CIRCLE THEATRE it surely is fine enough for any house in the land. A review of the last few issues is the best kind of proof. SEE IT.



BOOK THROUGH ANY UNIVERSAL EXCHANGE.

JOE MARTIN SOLILOQUIZES

I'm seriously thinking of having my own distributing company.

If other stars can get away with it, why can't I?

Has Charlie Chaplin got anything on me? Can Fairless Dougbanks do the stunts that I can?

Can either of these guys that gets a million dollars and ten cents every Saturday noon act with four hands the way I do?

Show me the human bean actor who can play a mouth organ w.th two hands, drink ice water with another hand, slap the director in the mush with a fourth hand and pull the plug outa the bath tub with his tail---not only all at one and the same time but simultaneously, as I do?

Balls!

If I couldn't be funnier than any human bean actor who has only two hands and no tail at all to be funny with, I wouldn't have the face to draw my salary?

And what is the princely salary that the Universal boss pays me? I ask you, what is it? And I'll tell you what it is. It is simply one bone per day and there's damlittle meat on the bone at that.

And now the boss is boosting me as a star!

All right, let him go to it. And when he has spent a fortune advertising me and making me known all over the world, I'll fool him. I'll form my own distributing company, soak the beloved exhibitor several times as much for my pictures and try my darndest to put him outa business.

When that time comes mebbe I can ooze a laugh out of my system. But under the present circumstances the only ones who get anything like that from the stuff I do are the movie fans. Meanwhile the Universal boss is getting rich offa me. I ask you, wouldn't your head ache, too?

"Riders of Vengeance"
Featuring
The realest Westerner, on the screen
HARRY CAREY
Appearing only in UNIVERSAL SPECIAL ATTRACTIONS
RANDALL

COMING

RAINBOW COMEDIES

The New Brand with the New Laughs
Watch for further announcements

UNIVERSAL

MOTION PICTURE NEWS

says:

"No picture in a long time has carried a more faithful reproduction of country life. Simplicity of plot —emphatic notes of pathos and sympathy — excellent interpretation."

MOVING PICTURE WORLD

says:

"Firm in its portrayal of rural types and gripping and vivid in its pathetic picture of the heroine's struggles to find happiness. Original in conception and unusual in development."

MARY MacLAREN

"The Unpainted Woman"

in

A REMARKABLE UNIVERSAL SPECIAL ATTRACTION

Publicity for "THE WEAKER VESSEL"

ADVANCE STORY.

BETTER a poor man's darling than a rich man's slave. So reasoned pretty Abby Hopkins, who was forced into a marriage because her father felt that it was the only way to reduce the grocery bills. Abby married J. B. Hanks, the village nickel nurser; then ran away to New York on the evening of her wedding. In New York she found work as a waitress in a cheap restaurant. The job barely kept her alive, but she had the nourishment of independence.

J. Barrett Huntington, an actor, came into her life with a peculiar significance. He was a drunkard; yet good at heart.

How Abby got rid of her husband, how she reformed Huntington and how she kept her self respect, is vividly depicted at the ..... Theatre on ..... in "The Weaker Vessel," a Universal master photodrama. The production stars Mary MacLaren, the American Beauty of the Screen. Such Universal favorites as Thurston Hall, Anne Schaefer, Johnnie Cooke, John Mackay and Ethel Ritchie appear in the supporting cast.

"The Weaker Vessel" is a simple heart story with an abundance of humor and a terrific dramatic punch. It is a photoplay that will endure long in the memories of playgoers and enhance the reputation of Miss MacLaren as an excessively beautiful girl, with an abundance of dramatic ability.

MUCH VAMPED.

THURSTON HALL, leading man for Mary MacLaren in the star's latest Universal success, "Woman's Place," which is to be shown ..... at the ..... Theatre, is a much vamped man. Before he completed his schooling for Universal City he appeared in support of such famous screen vamps as Theda Bara, Dorothy Dalton and Louise Glaum. He is well remembered as "Marc Anthony" in Theda Bara's "Cleopatra."

In "The Weaker Vessel," which comes to the ..... Theatre on ....., Thurston Hall supports Mary MacLaren in the role of a drink-laden actor who needs reformation badly. The star, depicting the role of a country girl, straightens him out brilliantly. Hall never had a better role in his life.

When Thurston Hall is not at Universal City he is farming on his Hollywood estate. Rabbits and chickens are his specialty.

"I like to raise chickens," he said, "better than rabbits, because you can always figure out how many chickens you are going to have added to the flock by counting the eggs."

WHO MARY IS.

MARY MACLAREN, starring in "The Weaker Vessel," the Universal Special Attraction, which is to be shown at the ..... Theatre on ....., was born in Pittsburg 19 years ago. She graduated from convent in the Smoky City and glanced casually around for a career. It seemed a shame to waste her beauty on Pittsburg, so Miss MacLaren went to New York and dazzled the villagers for one session at the Winter Garden, appearing with Al. Jolson. Unlike many stars, Miss MacLaren is not of a theatrical family. Her father was a successful business man. Her mother, Miss MacLaren says, always wanted to go on the stage, but never realized her ambition.

Miss MacLaren entered pictures in 1915, at the invitation of Lois Weber, and climbed to stardom on the ladder of hard work, beauty and real dramatic ability. Her best Universal pictures, she says, are "The Weaker Vessel," which will be shown ..... at the ..... Theatre; "The Amazing Wife," "The Unpainted Woman" and "Vanity Pool."

Mary McLaren lives in Los Angeles, but receives her mail at Universal City, because there is more room there. Her beauty is captivating millions of playgoers who are particularly glad to see her in a role as fitting as Abby Hopkins in "The Weaker Vessel."

CURRENT ATTRACTION NOTES.

The ———— Theatre is offering a fine cure for sleeping-sickness in "The Weaker Vessell", a Universal Special Attraction, with beautiful Mary MacLaren in the stellar rôle. The play is funny, pathetic, dramatic and clean. It will live long in the memory of playgoers. "The Weaker Vessell" will continue at the ———— Theatre until ————.

Mary MacLaren, the American Beauty of the Screen, is at the ———— Theatre in her most delightful Universal romance, "The Weaker Vessel". The story concerns a sweet young wife who was forced into a money-marriage. She wipes up the floor with her husband, assists him to get a divorce, and is free to pursue the elusive God of Happiness.

"The Weaker Vessel", which is playing at the ———— Theatre, may hit close to home for some of the fireside czars who witness the production. In it Mary MacLaren is depicted as Abby Hopkins, the eldest daughter of a small town domestic tyrant who forced her into a money marriage.

NOTES.

The story of "The Weaker Vessel," the new Mary MacLaren vehicle which will be screen at the ..... Theatre ....., was germinated in the salon of Prince Paul Trobetsky, the internationally famous sculptor, at whose Los Angeles home Elmer Ellsworth, the author, was a frequent visitor. Discussion between artistic notables and the Prince and Ellsworth developed the plot, which hinges on woman's real significance in the plan of existence.

Johnnie Cooke, who has the seriocomic role of J. B. Hanks in Mary MacLaren's new film success, "The Weaker Vessel," coming to ..... Theatre ....., started in screen life as a male ingenue—that is, a juvenile—but that was many years ago. More recently Cooke has appeared as the clown in "Hoop-La" and as the woodsman, Cairns, in Monroe Salisbury's support in "The Blinding Trail."

Mary MacLaren, the American Beauty of the Screen, is an unkissed bride in her latest Universal photodrama, "The Weaker Vessel," which is to be shown at the ..... Theatre on ..... The star is delightfully refreshing in a sweet story, simply told.

With a dash of real humor that is refreshingly different, "The Weaker Vessel," a Universal Special Attraction, with beautiful Mary MacLaren in the leading role, comes to the ..... Theatre on ..... The story is built around a small town family, the eldest daughter of which is married off to a three-times widower to reduce the grocery bill.

Thurston Hall, matinee idol of thousands, appears in support of Mary MacLaren at the ..... Theatre on ..... in "The Weaker Vessel," a Universal photodrama with humor and a punch. The story is strong in its simplicity. The star is particularly appealing, and Mr. Hall holds the attention of the spectators by clever dramatic work and his personal magnetism.

There is a J. B. Hanks in every town. One of those mincing little hootenannys who has a one-track mind and a fine opinion of himself. J. B. Hanks, truthfully depicting the type, is at the ———— Theatre in "The Weaker Vessel", a delightful Universal photoplay in which Mary MacLaren is the star. The rôle of J. B. Hanks is palyed by Johnnie Cooke, veteran character actor.

Mary
MacLaren
in "The Weaker Vessel"

MON
RAIDAL

"WID" SAYS

"AS A WHOLE--a human and humorous comedy-drama that sugar-coats a big, real-life fact in a thoroughly amusing manner. STORY--subtly clever treatment. DIRECTION--could hardly be improved in getting over every humorous point. STAR--her usual appealing self--makes the most of her opportunities. SUPPORT--Thurston Hall's excellent work gets every possible laugh; Johnnie Cooke and others also good." - - - - - **An excellent picture.**

Harry CAREY

HARRY CAREY'S last three releases are "A Fight for Love," "Bare Fists," "Riders of Vengeance." Show all three as quickly as you can because "The Outcasts of Poker Flat" is coming up—a picturization of the best-known American short story ever written.

"THE DELICIOUS LITTLE DEVIL," — you'll know it for a Mae Murray picture before you read the star's name. "WID" says; "Whoever picked this story for Mae Murray had the right idea. By all means, take a chance on this picture."

Mae MURRAY

Rupert JULIAN

"THE FIRE FLINGERS" made the biggest hit in Chicago of any picture for months past. The critics couldn't see how Rupert Julian could have directed this striking drama in addition to playing two parts. Don't fail to see most unusual conception.

"PRETTY SMOOTH"—the fifth of Priscilla Dean's five wonderful successes. But you can make a hit with any one of them—and a bigger hit with all of them—"The Wildcat of Paris," "The Wicked Darling," "A Silk-Lined Burglar," "The Exquisite Thief."

Priscilla DEAN

Monroe SALISBURY

MONROE SALISBURY looms up bigger and bigger every day. And here are the two remarkable pictures that are doing it—"The Blinding Trail" and "The Sleeping Lion." View them — that's all. Your nearest Universal Exchange.

UNIVERSAL SPECIAL ATTRACTIONS

Service Page for "The Weaker Vessel"

AT A GLANCE.

SUBJECT—"The Weaker Vessel."

LENGTH—Six reels.

STAR—Mary MacLaren.

PREVIOUS HITS—"The Amazing Wife," "The Unpainted Woman," "Bread," "The Model's Confession," "Vanity Pool," etc.

DIRECTOR—Paul Powell.

STORY BY—Elmer Ellsworth.

SCENARIO BY—Elmer Ellsworth and Paul Powell.

SUPPORTING CAST—Thurston Hall, Johnnie Cooke, Ethel Ritchie, John Mackay and Anne Schaefer.

LOCALE—An Eastern small town and New York City.

TIME—Present.

THUMB-NAIL THEME—The story of a girl who is forced to marry a small town rich-man, runs away, makes her own living, thrashes her pursuing husband, who gets a divorce; her eventual marriage to an actor whom she reforms into a good husband.

FOR THE HERALD.

"WEDDING bells in the home make one less to answer the dinner bell," was the reasoning of Matthew Hopkins, editor of a small town paper. Abby Hopkins, pretty to distraction, was his eldest daughter. He had six. He tried to marry her off to J. B. Hanks, a village fossil widower with a little money, the best house in town and a secret thirst.

They were married, old J. B. and loveless Abby. On the wedding evening, just after the ceremony, Abby ran away to New York, leaving the faded bridegroom in the first stages of a glorious jag. New York, goodness knows, is hard sledding enough for anyone who is trying to make a decent living, but it is doubly hard for an innocent country girl. Abby had a hard time of it, but she got a job dealing them off the arm in a small restaurant, and made enough to eat and to pay her room rent. She proved that she could take care of herself.

Then into her life came an actor, held down by drink. What Abby did to that actor fellow was a fright. But she straightened him up and then came old J. B. Hanks, hankering for his conjugal rights and determined to take them by force.

Come to the ..... Theatre ..... and see what happened. Mary MacLaren, the American Beauty of the Screen, is starring as Abby in her latest Universal screen victory, "The Weaker Vessel."

Story by Elmer Elsworth.
Directed by Paul Powell.

CAST.

Abby Hopkins	Mary MacLaren
Mrs. Hopkins	Anne Schaefer
Matthew Hopkins	John Mackay
J. B. Hanks	Johnnie Cooke
J. Booth Huntington	Thurston Hall
Waitress	Ethel Ritchie
Jane	Little Zoe Rae
Jessie	Lena Baskett

ABBY HOPKINS was a fine type of girl in a small up-state town, whence all the enterprising young men had gone to New York City or the West. Nevertheless all the girls were expected to marry well. Out of the mongrel collection of half-baked youth and superannuated middle age Abby's chances looked mighty slim. Her father finally forced her to marry J. B. Hanks, who had buried two wives and kept his bottle and glass behind their portraits on the piano. The sight of the amorous old swain half overseas was too much for the bride, and she dashed out of "the best house in town" as if it had been a morgue.

She got a job in the city as a waitress in Child's, and there became casually acquainted with one J. Booth Huntington, a romantic actor, whose propensity for the cup had earned him the soubriquet of "A Booze Hunter." The actor was smitten badly, but his modest patrimony was always expended in advance for liquor, and his formal style of wooing was sadly compromised by the uncertainty of his knees. In a grandiloquent way he offered his hand and his fortune, but Abby, who was rapidly proving that she could take care of herself, told him to prove that he could take care of himself first.

A fake advertisement of his death, which she answered, brought Mr. J. B. Hanks, the deserted husband, to Abby's apartment. He locked the door and put the key in his pocket in true villian style. He never was so sorry for anything in all his matrimonial experience. After Abby got over the first fright of being alone with a man who was demanding "his rights" as a husband, and after she realized that there was no escape, she fought with all the vigor of a thoroughly healthy young body. When the landlady and J. Booth Huntington finally broke in the locked door, Desperate Desmond Hanks was reduced to a pitiable physical and mental state.

"I'll save you," shouted the actor, in his best Shakespearean tones, and stalked unsteadily toward Hanks.

"Don't save her, save me," wailed Hanks. And so it was. He was only too ready to divorce Abby, and when this weaker vessel took hold of J. Booth in a serious manner, if you get what we mean, she soon had him on the high road to electric lights and a star's salary.

ADVERTISING CATCHLINES

Forced into marriage with a nickel nurser.

She sent her doddering lord and master limping to the divorce lawyer.

His name was J. Booth Huntington. His friends called him J. "Booze" Huntington." Mary MacLaren called him "Dear" in "The Weaker Vessel."

J. B. Hanks, Aby Hopkins' trick husband, thought that he was the bantamweight champion of the fireside ring until Abby hooked one to his jaw.

Any woman who thinks that her husband is due for a walloping can get some great pointers from Mary MacLaren, starring as Abby Hopkins in "The Weaker Vessel."

Abby Hopkins went to New York an hour after her wedding; an unkissed bride.

ADVERTISING PUNCHES.

1—The beauty and growing popularity of Mary MacLaren, the star.

2—A sweet story, simply and humanly told, with a wealth of comedy situations.

3—The fact that a big Child's restaurant was rented during a rush hour for several scenes.

4—Thurston Hall in a splendid and unusual role as the leading man.

5—Admirable work on the part of Johnnie Cooke, veteran character actor.

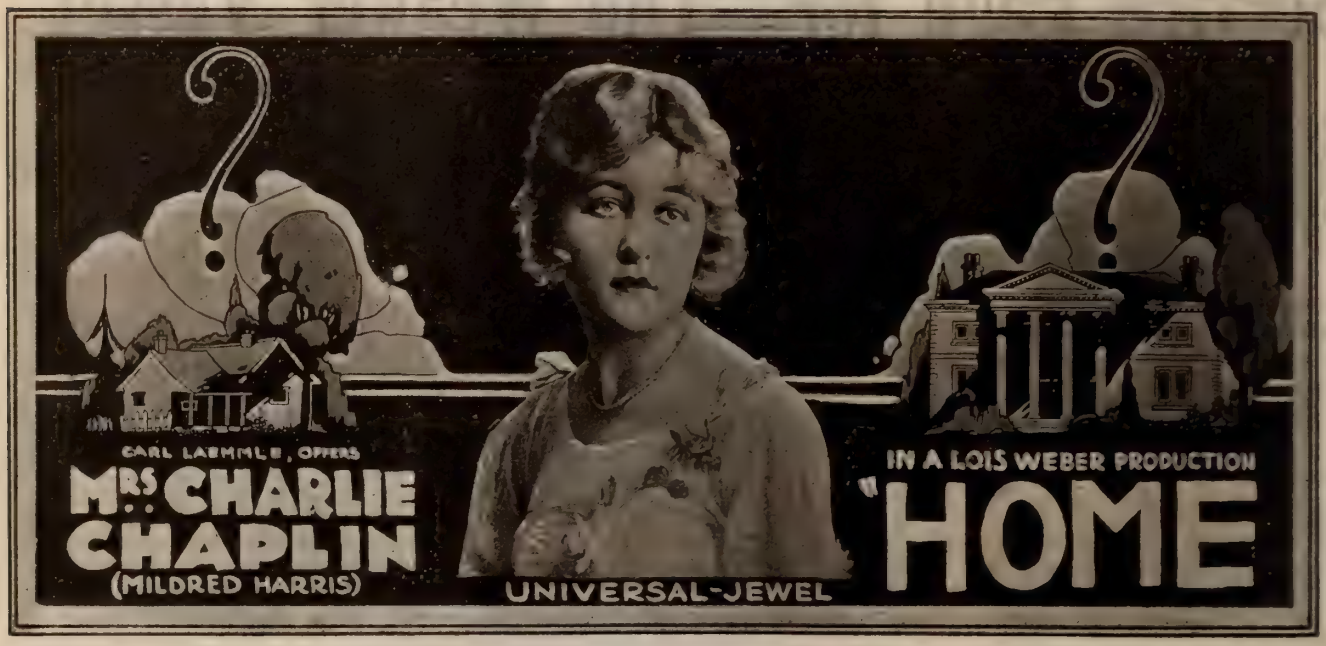
6—The inspiring spectable of a beautiful young girl beating a worthless husband to a frayed frazzle; pointers for many wives.

7—The brilliant direction of Paul Powell.

8—Proof that the good love of a good woman can straighten out a warped man and make of him a winner.

9—The fact that two clever kiddies, Zoe Rae and Lena Baskette, have important roles in the production.

Posters for "Home" and Joe Martin



Twenty-four-Sheet Poster for Mildred Harris in "Home".

Six-Sheet Poster for "Home".

"Three-Sheet."

"Home" Three-Sheet Poster.

One-Sheet Poster for "Home".

One-Sheet Poster Announcing the New Star, Joe Martin.

VERY soon a new star will be shot at an unsuspecting public. The new marvel is a monkey, and comedy is his middle name. The others are Joe Martin. His first release is called "Monkey Stuff", and Joseph Plunkett, manager of the Strand Theatre in New York, where it played its premiere, said:

Universal Film Exchange,
1600 Broadway, New York, N. Y.

May 20, 1919.

Gentlemen:

"MONKEY STUFF", your latest two-reel comedy, which we are playing this week, is, in my estimation, a distinct novelty and a sure-fire success.

The comedy is going over big at every performance with our audiences, who seem to greatly appreciate the novelty of it. Please accept my heartiest congratulations and best wishes for the future success of this splendid comedy. I am glad to have had the opportunity of running it.

Yours very truly,

(Signed) JOS. L. PLUNKETT, Managing Director.

The second two-reel comedy will be called "The Jazz Monkey". This is considered even a better comedy than the first one. The Joe Martin Comedy series will be one of the big sensation in the comedy film world this year.

The Sensational Success of EDDIE POLO in The LURE of the CIRCUS

--IS THE TALK OF THOUSANDS OF EXHIBITORS

WHEN a sure fire box-office winner hits the screens of the country, Exhibitors lose no time in circulating the news around the trade among themselves. "THE LURE OF THE CIRCUS," featuring the great Polo, has been the "shop talk" that has kept exhibitors buzzing for months and they are still buzzing about this serial winner today.

AND you can take it from this experienced distributing and producing organization, that to make Exhibitors buzz with animated gleeful conversation, your serial MUST BE A 100 PER CENT. WINNER. It cannot be a "perhaps" winner. It must be the real goods, and "THE LURE OF THE CIRCUS" is that and MORE.

SEE YOUR NEAREST UNIVERSAL EXCHANGE

ABE MARTIN says:--

You'd never know some folks had been on a vacation if they didn't come back.

No matter how nifty a feller is he can't keep egg off his chin.

(*From New Screen Magazine.*)

"The Four-Gun Bandit"

Two-Reel Western Drama.

CAST.

Sheriff Ashleigh	**Pete Morrison**
Martha Nash	**Magda Lane**
Amos Abercrombie	**Jay Dwiggins**
The Widow	**Janet Eastman**
John Nash	**Louis Fitzroy**

MARTHA NASH lives in a little mountain cabin with her sick father, whose only hope for his recovery is to consult a specialist. The doctor casually remarks it will cost about one hundred dollars, never realizing that it might just as well have been a million dollars.

Amos Abercrombie, displaying his new car at a nearby resort, offers to drive the hotel widow to the station.

Pete, the sheriff, in love with Martha, hears of the doctor's verdict and Martha's tears at the impossibility of raising the money. He tells her to cheer up; that in some way they will get it.

An idea comes to Martha to save her father's life. She will hold up one of the passing cars.

Pete, meanwhile, has sold some of his treasured belongings to pay the necessary one hundred dollars.

Martha, dressed in a suit of her father's and clutching a diminutive revolver, holds up Amos on his way from the station and forces him to hand over his pocket-book. Telling him to stand with his hands in the air for five minutes, she disappears up the mountain side.

Pete, on his way to Martha's house, sees the hold-up and starts in pursuit of the bandit. A shot takes effect, and the bandit falls to the ground. Pete rushes up, pulls off Martha's mask and discovers he has shot the girl he loves. He carries her to his cabin, where he discovers he has merely stunned her. She explains the situation and he is at a loss to know what to do.

Amos has driven back to the hotel and rushes up to the astonished guests, informing them that he has been robbed by an enormous bandit with four guns. They call up the sheriff, find he is absent, decided to form a posse of their own, and start out.

Pete tells Martha that he will return the money. As he leaves the house he sees the posse coming, and fearing that they have recognized Martha, hastily puts on her mask, jumps on his horse and rides off. The horse stumbles and throws him, and the posse is on him. He is taken before Amos, who tells them that he, Pete, is the bandit. They find the money on him and decide to lynch him, but do it in such an amateurish way that Pete escapes. Amos, lagging behind the posse, is seized by Pete, who forces him to accompany him to Martha's house. There, he tells Martha to put on the mask. He places her before Amos and tells him: "There is your bandit. Would you like to have everybody know that a little girl with a little gun held you up?" Amos realizes the situation and when Pete tells him that she did it to save her father's life and offers to arrest her if Amos says so, he turns to Pete and says: "I've been a hot-headed old fool. Would a check for a thousand square things?"

"In Deadly Peril"

"RED GLOVE"—Episode No. 16.

CAST.

Billie	**Marie Walcamp**
Wiley	**Tom Lingham**
The Vulture	**Leon De La Mothe**
Vernon	**Truman Van Dyke**
Dan	**Charles Wells**
Chase	**Frank Jonasson**
Mr. Halstead	**Wadsworth Harris**
Mrs. Halstead	**Helen Wright**
Angelica Halstead	**Gertrude Astor**
Tia Juana	**Evelyn Selbie**
Jose	**Edgar Allen**
North	**Charles Hill Mailes**
Jim Baggott	**Andrew Waldron**

AS Billie's motorcycle skids, she lands at the side of the road unhurt. Wiley and the Vulture drive away as a crowd gathers around Billie. Billie engages a taxi and the Vulture follows her. The girl boards the train for Topaz Gulch, and the Vulture swings onto the last car.

The Halsteads have re-read the Murdaugh will, and have discovered that if Willa Murdaugh is not found the money reverts to Angelica. Believing that the real Willa died when a baby, North now transfers the money to Angelica. Wiley now proposes to Angelica. She accepts him and plans to be married upon his return from Limasito. She also, at Wiley's suggestion, decides to invest her fortune in the Pool of Lost Souls.

Billie arrives at Topaz Gulch and learns that Ryder, who runs the Red Dog saloon may be able to give her information about her parents.

The Vulture has a bunch of his men scattered through the saloon, awaiting a signal. The Vulture sees Billie give the Red Glove to Ryder to put in the safe, and determines to blow up the safe.

Billie has wired Baggott and Jim to meet her in Topaz Gulch. They bring Vernon with them. The Vulture orders his men to quarrel with them.

During the fight, the Vulture dynamites the safe and recovers the Glove. Billie finds that she must get the information regarding her parents from Klondike Kate, but Kate's mind is feeble. Billie rescues her from a fire. As Billie bends over Kate, the Vulture casts his rope over her, ties the other end to his horse, which dashes away, dragging Billie after him.

SYNOPSES OF "THE FOUR GUN BANDIT," "IN DEADLY PERIL" AND HEARST NEWS, No. 24.

Hearst News,

No. 24.

Annapolis Midshipmen Get Diplomas From Navy Secretary.—Annapolis, Md.

Sub-Titles.—Secretary Daniels and the commandant of the Academy. Secretary Daniel awards the diplomas.

Hawker and Grieve Greeted as Heroes by British Crowd.—Edinburg, Scotland.

Lost Your Goat?—Maybe it's attending this first exhibition of thoroughbred "nannies".—*Pasadena, Cal.*

French Officers Receive American Medals of Honor.—Paris, France.

On the Campus Green.—Wellesley College girls celebrate Tree Day with beautiful spectacle.—*Wellesley, Mass.*

Honor Memory of Yanks Who Died on British Soil (Omitted from San Francisco, Los Angeles and Baltimore).—*London, England.*

It's Moving Day (Omitted from San Francisco and Los Angeles).—"Mrs. Murphy" and her son take up summer quarters.—*New York City.*

First Pictures of the NC-4 Finishing Trans-Ocean Flight. — Lisbon, Portugal.

"Indoor Sports" Cartoon by "Tad".

She's the Talk of the Country
The Household Topic of Millions

Wonderful
Priscilla Dean

"Oh have you seen, Pris-cil-la Dean in Uni-ver-sal Pictures?"

From coast to coast we intend to drive this catchy melodious slogan home into the minds of millions of people.

Already the talk of every household, we hold that we can make her your best Box Office bet by the consistent plugging on this simple jingle.

We take it for granted that you've seen her in the Universal Special Attractions: "THE WILDCAT OF PARIS"—"THE WICKED DARLING"—"A SILK LINED BURGLAR"—"THE EXQUISITE THIEF"—and her latest Big U Special Attraction —"PRETTY SMOOTH".

If you haven't played these pictures, go see them at your Exchange, then make your own booking arrangements.

BIG THREE

Scoops!

Proving our argument of "ALWAYS FIRST" in the field of the entire world with news scoops and beats, we herewith append a list of "EXCLUSIVE" news pictures appearing in either HEARST NEWS—UNIVERSAL CURRENT EVENTS or INTERNATIONAL NEWS since May 3rd, 1919, and "beats" on other news pictures.

8 Scoops and 10 Beats in 1 Month

Eighteen times (18) we beat them all in a little over a month and that's only a starter. In a trifle over one short month we put in YOUR house Ten Big scoops that no other news weekly carried at all, and 10 times we were there FIRST for you, with pictures that other weeklies showed AFTER the Big Three showed them. Thus we nail to the mast to stay there, all arguments to the contrary.

LOOK AT THESE "SCOOPS"

1 First and only motion pictures of His Eminence Cardinal Mercier of Belgium appeared **exclusively** in Universal Current Events No. 18, released May 3rd.

2 Secretary Daniels reviewing the Marines in Germany—**exclusive**—appeared in Universal Current Events No. 19, released May 10th.

3 Scenes in Limerick, Ireland, when martial law was proclaimed on the arrival of the American delegates. **Exclusive** pictures appeared in Universal Current Events No. 20, released May 17th.

4 Lady Decies (formerly Miss Vivian Gould) and her family. First **exclusive** motion pictures appeared in Hearst News No. 21, released May 20th.

5 General Pershing, Secretary Baker and Prince Leopold of Belgium reviewing the 89th Division at Trier, Germany. These pictures appeared **exclusively** in International News No. 21, released May 22nd.

6 Countess Markievtcz, famous Irish revolutionist and only woman ever elected to Parliament. **Exclusive** pictures appeared in Universal Current Events No. 21, released May 24th.

7 First and exclusive pictures of the great welcome extended in Limerick, Ireland, to the American delegates, Governor Dunne of Illinois, and Michael J. Walsh. Pictures appeared **exclusively** in International News No. 22, released May 29th.

8 First and **exclusive** pictures of Edith Cavell's body being removed from Belgium appeared in Universal Current Events No. 22, released May 31st.

LOOK AT THESE "BEATS"

1 Naval Blimp C-5 starts flight to Newport. Appeared in International News No. 20, released May 15th—two days before all competitors.

2 Exclusive pictures of the great demonstration in Rome against President Wilson. These appeared **exclusively** in Universal Current Events No. 20, released May 17th.

3 May Day riots in Paris. These pictures appeared in International News No. 21, released May 22nd—two weeks before shown by any competitors.

4 Cedar Rapids explosion appeared in International News No. 22, released May 29th, four days before all competitors.

5 First pictures of the arrival of Edith Cavell's body in England and the ceremonies at Westminster Abbey. These pictures released in International News No. 23 three days before all competitors.

6 Anarchist bomb outrages, released in Hearst News No. 23, June 3rd, and International News ..o. 23, June 5th—four days before all competitors.

7 Joan of Arc celebration in Paris, in International News No. 23, June 5th—three days before all competitors.

8 NC-4 arriving at Lisbon. Pictures released Monday, June 9th—special edition of the Hearst News—two days before all competitors.

9 Hawker and Grieves arriving in London—pictures released Monday, June 9th—special edition of the Hearst News—two days before all competitors.

10 First motion pictures of the NC-4 landing at Plymouth, England, in International News No. 24, released June 12th—three days before all competitors.

IF YOU WANT TO BE "FIRST" ALL THE TIME—CONTRACT NOW FOR "THE BIG THREE"

PRODUCED BY INTERNATIONAL | RELEASED BY UNIVERSAL

ABE MARTIN says:--

You'd never dream some folks wuz "fine an' dandy" if they didn't tell you.

It don't cost as much t' hold up your end if you stay in your class.

(From New Screen Magazine.)

"Down But Not Out"

Cyclone Smith Adventure Series No. 8

CAST.

Cyclone Smith.....Eddie Polo
Dance Hall Girl.....Helen Gibson
The Kid.....Charlie Brinley

CYCLONE SMITH is entertaining the Colonel when Cyclone's sister, who has recently joined her brother, comes. The Colonel is astonished. Smith tells him that ever since her illness she has lived in the East. The Colonel scents a story and induces Cyclone to tell it.

Years before, Cyclone Smith had drifted to some new gold diggings. His sister was threatened with tuberculosis. Everybody in the diggings struck gold but Smith, and he was in desperate need of it. Smith goes down to the pastime saloon in the hope that at one of the gambling tables he might make sufficient money to send his sister to a sanitarium.

The leading dance hall girl is Rose. The Kid, a man of doubtful character, is in love with her, but sponges on her for money. Rose refuses, and when he tries to act rough reminds him of a little occurrence in his past life. Smith has no luck at the gaming tables and soon finds himself broke. The Kid attempts to kiss Rose. Rose struggles, Cyclone knocks the Kid down and saves Rose, earning her gratitude.

Rose comes up to Smith and says: "You may think I am bold, but a girl in my position needs a man like you." Smith shakes his head and says: "Why, I can't even take care of my own flesh and blood."

The sheriff is tipped off that the Kid is wanted and a reward offered.

Rose follows Cyclone home and discovers that he has been referring to his sister.

In the saloon Rose hears a man say that a big payroll will be on the incoming stage. She writes on a slip of paper: "You say you love me—there's $10,000 coming on the stage to-night and we'll cross the line and start a place of our own." This she slips to the Kid. He reads it—then as he is about to burn it, sees the sheriff's eye on him, tears it up and throws it out of the window.

Cyclone Smith, in despair, sells some old heirlooms, and has another try at the tables. He loses again. He goes to the side of the saloon and sits down. His eyes fall on a slip of paper which bears the figures $10,000. He picks it up, then finding the other pieces, joins it up and reads the message. Smith decides to get the money, but the Kid beats him to it. Smith finds the rifled stage and the dead body of the driver He is seen by the sheriff and posse, who taking him for the bandit, start after him. The Kid takes refuge in a cabin, where Rose is waiting for him. As they are about to leave Smith enters. The Kid takes him for one of the posse and a fight ensues. The sheriff enters and, seeing the Kid, arrests him and discovers the stolen payroll, and turning to Smith, tells him: "You're in luck; there's a reward of $2,500 coming to you for capturing this bird." So at last Cyclone's luck had turned and with the money he is enabled to send his sister to a sanitarium, where she recovers her health.

Elmo Lincoln in
"ELMO THE MIGHTY"
Episode 4.

"A Fiendish Revenge"

SECURELY bound and in the bottom of the auto, Bob Armstrong and Lucile Gray were taken to the old Perez mine shaft and lowered by the crude elevator to the bottom.

"A week in this place," said Blighton, "and they will be willing to tell where the valise is."

But Rawden had another plan. As soon as he could do so, he left the others, rode back to the mine and placed a box filled with sticks of dynamite in the airshaft surrounding the elevator shaft to keep the water from flooding the mine. He didn't know, however, that Armstrong had climbed up and lowered the elevator to the bottom. Just as the explosion came and the waters rushed in, Lucile was overjoyed to see the car descending very slowly toward her. In his mad haste to bring the car up before Lucile was drowned, Armstrong broke the cable and the heavy car slipped back into the rapidly rising waters.

Clutching the end of the cable, Rawden pulled frantically upon it until it came to the surface again and then started the herculean feat of raising by main strength the car with its precious human freight. Gloatingly Rawden entered the mine shaft to witness the outcome of his devilish plan. His astonishment was boundless upon seeing Armstrong.

"Drop that cable. I'm going to give you the thrashing of your life," he said. And then took place a strange combat,—Armstrong, handicapped by having to hold the heavy elevator car with one hand, while he fought the enraged Rawden with the other. Armstrong triumphed momentarily and turned to the shaft where the water threatened every instant to engulf Lucile. Grasping his revolver, Rawden fired, and Armstrong fell, half conscious, his body directly across the shaft, while Lucile sank beneath the waters.

SYNOPSES OF "DOWN BUT NOT OUT", "A FIENDISH REVENGE" AND INTERNATIONAL NEWS No. 24.

International News,

No. 24.

Wreck Ends Career of Monster Six-Motored Plane.—Farnborough, England.

Financier Quits Market to Raise and Breed "Fuzzy Bunnies".—Scituate, Mass.

West Point Cadets Hold Final Review Before Graduation.—West Point, N. Y.

Trapping the Wild and Wooly Clam in His Sandy Lair.—Copalis, Wash.

Madrid From the Air.—Striking aerial views of the Spanish Capitol and royal palaces.—*Madrid, Spain.*

Open Coast Harness Racing Season.—Fast stepper exhibited before thousands.—*San Francisco, Cal.*

Housing Problem Hits Zoo Bears.—But officials settle it by giving them natural surroundings.—*Denver, Colo.*

Risks Life in Hair-Raising Feat in Swift-Flying Plane!—Hartford, Conn.

Sub-Titles.—J. A. Brockhorst, staff camera reporter of the International, ascends to photograph the daring "stunt" from another aeroplane. Lieutenant Ormer L. Locklear flirting with death at a 3,000-foot altitude.

Boy Scouts March, Opening Drive For Funds and Members.—New York City.

First Pictures of the Seaplane NC-4 Landing in England!—Plymouth, England.

Sub-Title.—The Mayor of Plymouth welcomes the "Pilgrims of the Air". Lieutenant-Commander Read and the crew of the Aerial Mayflower".

Featuring

RECKLESS-FEARLESS

MARIE WALCAMP

IN THE

ROMANTIC MYSTERY SERIAL

PICTURE in your mind a luxurious New York Club, where wealth and lavishness run riot. Picture a game of cards for tremendous stakes with the young bloods playing recklessly. Imagine one of these men cheating and then visualize, if you can, the tremendous sensation of BEING CAUGHT IN THE ACT by a young society debutante.

Here's one of the swiftest serials ever produced, bar none. No live Exhibitor out for the money can afford to miss it. It's cleaning up for hundreds of theatres.

Abe Martin says:

Jones' Great Double Uncle Tom's Cabin Brass Band an' Orchestry played here last night. Th' dogs were good but had poor support.

(*From New Screen Magazine.*)

"The Jazz Monkey"

Joe Martin Comedy.

CAST.

Dotty Dainty.....Dora Rogers
Opera House Manager.....Rube Miller
Heavy Ham.....Bob McKenzie
His Henchmen.....Ross Letterman
George Allen
Joe Martin.....By Himself
Charlie, the Elephant.....By Himself

HEAVY HAM and his vaudeville troupe kersplashed in Squedunkville. Dotty Dainty, the star attraction, owns half interest in the show, as well as whole interest in Ham's heart. Ham learns that a large amount of money is deposited in the local bank. He plans to give a benefit performance so as to get the populace in the theatre, lock the door, rob the bank and make his getaway.

He tells Dotty of his plan and she agrees to help him, but Joe Martin, the monk, bill-poster's assistant, starts a quarrel between them. Ham finally leaves her to finish her specialty, a knife-throwing act, with the comedian. Ham goes out to rob the bank, but fails. Sorrowfully he returns to the theatre, while the knife-throwing act is in progress, and grabs Dotty. The audience, thinking it is part of the show, enjoy it. Tying her up off stage, Ham throws the knives so that they nail the comedian to the boards. With both the girl and her partner powerless, Ham locks all doors of the theatre and turns the lions loose. Then he steals Dotty's baby and makes his getaway.

But he doesn't count on Joe, the monk, who, seeing him steal the child, vows to get even. He makes a thrilling leap to the other building, unlocks the doors, and releases the people, who start after the crooks. Heavy Ham and his henchmen jump into a Ford with the baby. Joe Martin gets an elephant and pursues them. The wild and desperate chase is joined by a colored wedding, which the loose lions have broken up. But all's well that ends well, and Charlie, the elephant and Joe Martin are the real heroes, the crooks get their just dues, and the baby is restored to its anxious mother.

"The Spotted Nag"

L-Ko Two-Reel Komedy.

(*Copyright, 1919, L-Ko Motion Picture Kompany.*)

HASBEEN and Itwas were walking delegates of the Hoboes' Union. They had a valet, Mutt, who carried their baggage and protected them from work. They come upon a Mexican in distress. The Mexicano's horse wouldn't let any one ride him, so Hasbeen and Itwas lead him away and returned with a horse of different color. They camouflaged the first horse with big white spots and sold it to the Mexican. The same thing happened again, and the Mexican got wise and called the whole Mexican army out to kill the delegates.

They find refuge in the Shimmy Shack, where you can get a meal and everything for twenty-five cents. The three get into a large pair of trousers, which they had found, and get all they can eat for twenty-five cents.

Dollyrimples, a former Broadwayite, has been kidnapped by the proprietor of the Shimmy Shack, and is held prisoner by him. Hasbeen and Itwas scheme to save Dolly. Yeabo, the proprietor, demands that Dolly don an Oriental costume and do a "salome" act. Itwas impersonates Dolly, and while he is dancing, Dolly and Hasbeen make their escape. Itwas entrances Yeabo, runs into another room, locks the door, and escapes through a window. A general chase ensues, wherein two Fords do the shimmy, climb a few trees, and the occupants land safe and sound on the ground, with all forgiven and happy.

"Monkey Stuff"

Joe Martin Comedy.

Harry Ostermoore.....Harry Lorain
Mrs. Ostermoore.....Phyllis Allen
Rosie Bloom.....Beatrice Lovejoy
Swat Dugan.....Harry Burns
Phyllis, the Maid.....Lucille Smith
Caesar, the Lion.....By Himself
Joe Martin.....By Himself
Charley, the Elephant.....By Himself

HARRY Ostermoore's troubles were little ones and his wife his biggest mistake. The most attractive thing about the house was Phyllis, the maid. She knew it, and so did Harry, but when he made a date with her to meet later in the park, Mrs. Ostermoore overheard, and made her plans accordingly.

But Harry's fancy was uncertain, and when he chanced to see Rosie Bloom, a young society bud who was a dance devotee, he was all for her. The maid left one baby in the carriage while she took the other to the refreshment station. Joe Martin, the monk, intercepts Swat Dugan filching Phyllis' purse. While this is taking place a lonesome lion attempts to kidnap the other baby, but Joe Martin rescues it and ties the lion's tail to a fence. The lion climbs into the baby carriage, and Dugan and his pal, thinking the baby still in it, steal the carriage and take it to a lonely hut, where Ostermoore is hiding from his irate wife, while Charlie, the elephant, is entertaining the first baby who was left in his charge by Joe.

Joe comes to the house, where the lion, Harry and his wife and the crooks are having a terrible chase. He puts the lion to flight and makes Harry and his wife kiss and make up.

SYNOPSES OF "THE "JAZZ MONKEY", "THE SPOTTED NAG", "MONKEY STUFF" AND SCREEN MAGAZINE, No. 19.

Screen Magazine No. 19

THE New Screen Magazine No. 10 brings us this week to Mont. St. Michel, with its beautiful old Abbey, an islet off the coast of France. We are given a wonderful view of the old courtyard which for centuries has echoed with the hushed voices of praying thousands. At low tide it is possible to ride to the mainland through water only a few inches deep. We are then brought back to practical things by being shown the newest methods of identification by finger prints which banks, stores and large industrial concerns are adopting. The finger tips are placed on a sensitized card. A chemical spray then brings out the imprints. Scientists have now produced a vest pocket edition of a real volcano by employing the same chemical ingredients that are used by Nature. This miniature volcano in eruption pours out real lava from its crater, the same as the deadly fire mountains in Java, Hawaiian Islands and other parts of the world. We are then shown how artists form clay models of skeletons of animals which roamed the earth centuries ago, draw pictures of the animals as they appeared in life, and then they are made to live by our cartoonist. Some very clever trick photography and Abe Martin's pertinent remarks add zest to this issue.

Have You Shown these Box Office Successes?

Mrs. Charlie Chaplin

(MILDRED HARRIS) in

"BORROWED CLOTHES"
"WHEN A GIRL LOVES"
"FOR HUSBANDS ONLY"
"THE DOCTOR AND THE WOMAN"
"THE PRICE OF A GOOD TIME"

COMING TWO BIG NEW MRS. CHARLIE CHAPLIN PRODUCTIONS:
"HOME" and "FORBIDDEN"

FORGET for a moment about the new weekly releases of costly features and play these Big Box Office Specials that have brought home loads of money and are still doing so this minute for exhibitors. With MRS. CHARLIE CHAPLIN (Mildred Harris) and the prestige of Lois Weber, and these productions you can hold a special Mrs. Charlie Chaplin week and play capacity. Five smashingly successful productions, bigger by far than the average feature. See them at your nearest JEWEL Exchange.

RELEASED THRU ALL JEWEL EXCHANGES

Dorothy Phillips in "PAY ME" and "A SOUL FOR SALE"
Jewels
that time will never dim
Herbert Rawlinson in "COME THROUGH"
Carmel Myers in "SIRENS OF THE SEA"
Elaine Hammerstein in "THE CO-RESPONDENT"

CARL LAEMMLE
offers

"THE HEART OF

Dorothy

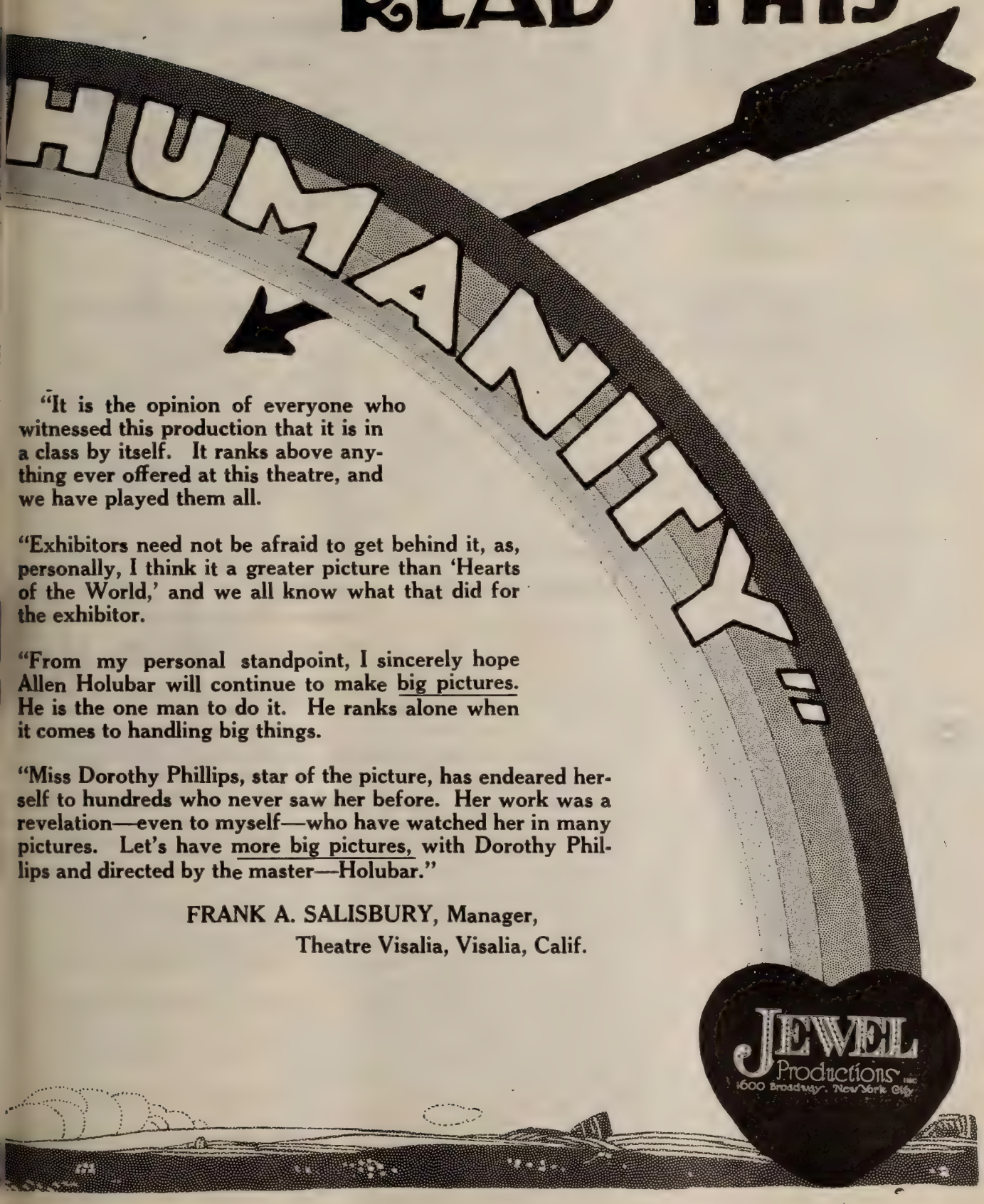
PHILLIPS

in ALLEN HOLUBAR'S
SUPER PRODUCTION

The
PICTURE THAT
WILL LIVE FOREVER

JEWEL
Productions Inc.
1600 Broadway, New York City

READ THIS



"It is the opinion of everyone who witnessed this production that it is in a class by itself. It ranks above anything ever offered at this theatre, and we have played them all.

"Exhibitors need not be afraid to get behind it, as, personally, I think it a greater picture than 'Hearts of the World,' and we all know what that did for the exhibitor.

"From my personal standpoint, I sincerely hope Allen Holubar will continue to make big pictures. He is the one man to do it. He ranks alone when it comes to handling big things.

"Miss Dorothy Phillips, star of the picture, has endeared herself to hundreds who never saw her before. Her work was a revelation—even to myself—who have watched her in many pictures. Let's have more big pictures, with Dorothy Phillips and directed by the master—Holubar."

FRANK A. SALISBURY, Manager,
Theatre Visalia, Visalia, Calif.

SYNOPSES OF "PAID IN ADVANCE," "HAPPY RETURNS", AND CURRENT EVENTS, No. 24.

DOROTHY PHILLIPS in

"Paid In Advance"

By James Oliver Curwood.

Directed by Allen Holubar.

CAST.

Joan Gray	Dorothy Phillips
John Gray	Joseph Girard
Bateese Le Blanc	Lon Chaney
Marie	Priscilla Dean
Jim Blood, "The Cur"	William Stowell
"Gold Dust" Barker	Frank Brownlee
Regan	Bill Burress

JOAN, beautiful daughter of John Gray, an old fur trapper living in the Canadian Northwest, waves farewell to him as he starts out to his traps. Bateese Le Blanc, a bold half-breed who forces his unwelcome attentions on Joan whenever possible, seizes this opportunity to see her alone, but Marie, a jealous half-breed who is in love with him, rushes to inform Sandy MacTeague that Joan is accepting Bateese's caresses. MacTeague and Bateese fight like savage primitives. The half-breed is floored, but demands of Mac the right of the code, to fight to the death with a gun on the big lake. Bateese returns alone.

"Gold Dust" Barker and his henchman, Regan, come in from the Yukon and propose that John Gray return to their country as head trapper, offering Joan the position of nurse. Joan urges her father to accept their proposition. But the trip to Dawson City is a terrible one and one morning the girl awakens to find her father dead, while she is left to the mercy of the guide.

Arriving in Dawson alone, she finds that Barker is proprietor of Barker's dance hall, and that the girls there are called nurses, in derision. Jim Blood, commonly known as "The Cur," because of his weakness for drink, but owner of the richest mine in the vicinity, stares at Joan, apparently hypnotized, as she is lead to her room, almost dead with fright.

For some days Barker hides his real nature. Bateese suddenly appears and breaks into her room, but Jim sees him and gets Barker to come to her rescue. Bateese is killed in the gun fight which follows. Sure of the girl at last, Barker informs her that she must choose between the bunch and himself. Joan asks for ten minutes' reprive, dons a flashy dance costume and in a spirit of utter abandon rushes to the dance hall stage and offers herself in marriage to the highest bidder. The men bid like mad animals, Barker topping them all, when Jim offers his Bonanza Creek claim, worth half a million. While a Justice of the Peace is marrying them, Barker and Regan raise an I. O. U. of Jim's from $100 to $100,000, claim that Joan belongs to Barker, and carry her off, in spite of Jim's protests.

Suddenly Jim becomes a man, grabs two guns, bursts into Barker's, and holds the crowd at bay. Barker and Regan free Joan and both fire at Jim, but he is too swift and kills both men. A lamp explodes, the building catches fire and the crowds rush for the exits, while Jim explains to Joan that in his heart he loves her and has given all he has to give, then vanishes into the night.

Some weeks later, after waiting in vain for Jim to return, Joan returns to her old home in Montreal, where from time to time she gets wonderful reports of her mine, and its manager.

Suddenly called to Dawson City on business, Joan enters the Bonanza Mine office and finds that her clever manager is none other than Jim Blood, the man she loves. Another moment, and Jim understands he has come into his own at last.

"Happy Returns"

Star Comedy.

CAST.

Jack	Neal Burns
Peggy	Vera Steadman
Mary	Lotta Kruze
Dick	Ernest Shields
Mother	Madge Hunt

VERA'S mother gives her a surprise on her —th birthday in the form of a birthday party. Now Jack was Vera's sweetheart, but a bit forgetful. In fact, he arrives at the party and is only reminded it is her birthday when outside the door he overhears one of the guests tell Vera that no doubt Jack will bring her something handsome in the way of a present. With the shops closed, Jack is in a desperate plight.

He finally gives a ten-spot to a blind cripple in exchange for his dog, and the cripple walks off after examining the money. The clerk of the apartment hotel tells him "no dogs allowed", and Jack is in another fix.

About this time a pair of honeymooners drive up to the entrance. The wife admires the dog Jack is trying to smuggle in, but her husband is of the jealous kind, and calls her back. She leaves her traveling bag, and Jack opens it, takes out the lingerie, which he conceals under his coat, and places the dog in the satchel.

He tries to tell the woman of the trick he has played, but the jealous husband won't let him near her. The couple are assigned to their apartment, and Neal sneaks in after the dog—but they return to the room, and he conceals himself under the bed. The dog barks, and Neal is discovered. He escapes over the roof, only to fall through a skylight, back again into the room, where he is again discovered. This time he seeks refuge in the apartment where Vera is entertaining her friends, and the husband, wife and cop after him. There explanations are given and the affair straightened out.

ABE MARTIN says:

Hardly anybuddy would work fer what ther worth.

The nearest some folks come t' gardenin' is diggin' up th' past.

(From New Screen Magazine.)

Current Events, No. 24.

Black Horse Troops Ready for Action.—Famous Culver Cadets manoeuver in exhibition drill.—*Culver, Ind.*

Clash for Honors at Intercollegiate Meets (Omitted from San Francisco and Los Angeles).—Michigan athletes win the 220-yard hurdle race.—*Chicago, Ill.*

Award Honor Medals to Heroes of Peace.—Mayor Hylan decorates firemen distinguished for bravery.—*New York City.*

Shriners March At Annual Convention.—Gaily costumed Nobles escort Imperial Potentate to Murace Temple.—*Indianapolis, Ind.*

Monster Dry-Dock Opened for World's Largest Steamers.—Boston, Mass.

Financiers Testify in Senate Probe of Peace Treaty Leak.—Washington, D. C.

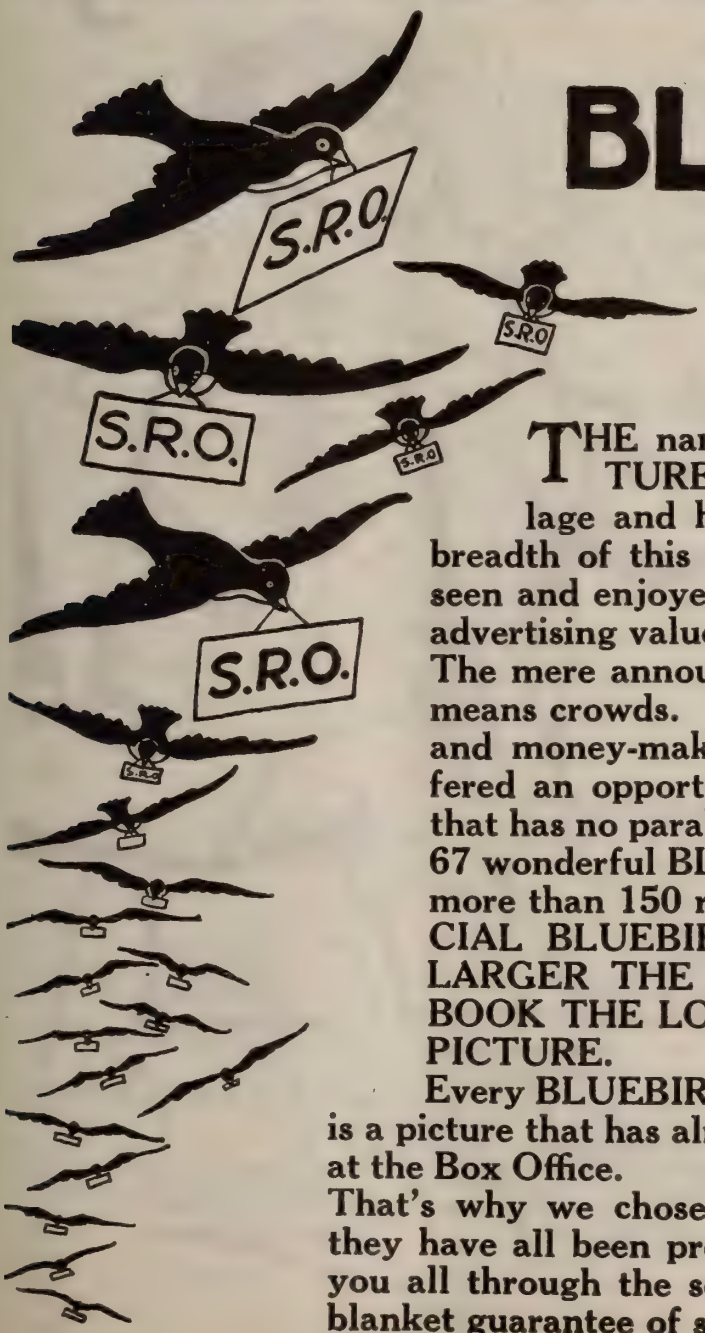
Noted Artist Hunts Wolves to Be Used As Studio Models.—Yukon, Alaska.

West Point Cadets Get Diplomas From Secretary of War.—West Point, N. Y.

Transport Beached Following Crash in Dense Fog at Sea!—Long Beach, N. Y.

What's in a Name?

If Capacity Houses and Record Box Office Receipts mean anything to you —— then these BLUEBIRDS are your Biggest bets on our special BLUEBIRD DEAL



THE name and fame of BLUEBIRD PICTURES has covered every town, city, village and hamlet throughout the length and breadth of this country. Millions of people have seen and enjoyed BLUEBIRD productions. Their advertising value is one of your biggest assets.

The mere announcement of a BLUEBIRD picture means crowds. Thus on this special money-saving and money-making SPECIAL DEAL you are offered an opportunity for a whole season's profits that has no parallel in the history of the industry.

67 wonderful BLUEBIRD PICTURES chosen from more than 150 releases offered to you in this SPECIAL BLUEBIRD DEAL on the basis of THE LARGER THE NUMBER OF PICTURES YOU BOOK THE LOWER THE COST TO YOU PER PICTURE.

Every BLUEBIRD you get on this SPECIAL DEAL is a picture that has already played and proven its power at the Box Office.

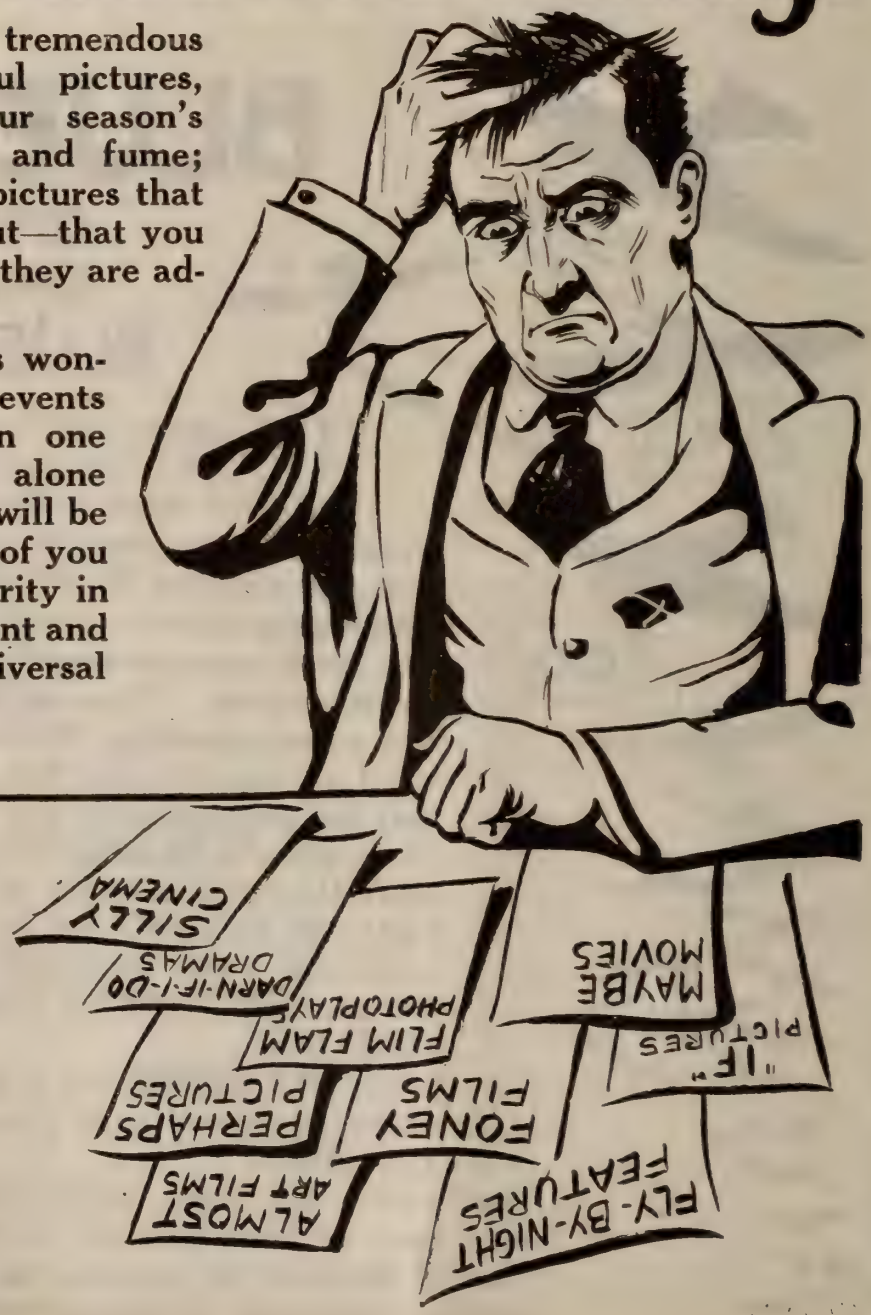
That's why we chose only these 67 pictures—because they have all been proven WINNERS. That safeguards you all through the season and practically gives you a blanket guarantee of success before you start.

Why Worry About Your Season's Bookings

THUS with such a tremendous series of successful pictures, why worry about your season's bookings? Why fret and fume; why take a chance on pictures that you know nothing about—that you can only judge by how they are advertised?

Why gamble when this wonderful opportunity prevents you from getting even one bad picture. And not alone that—that opportunity will be the most convincing proof you ever had of the superiority in production, entertainment and Box Office value of Universal goods.

It gives you your biggest chance to TEST Universal-made pictures in your house at a price that guarantees you profits you never dreamed of, simply because you GET all these 67 winners at a PRICE, and every picture you'll find the equal of any program releases you've ever run in your Theatre.



No Gambling! All 67 are AAA-1

ALL elements of chance entirely removed. You are automatically safeguarded BEFORE you start. WHY? Because, as we have already told you, that from more than one hundred and fifty BLUEBIRD releases we eliminated all but these 67 productions.

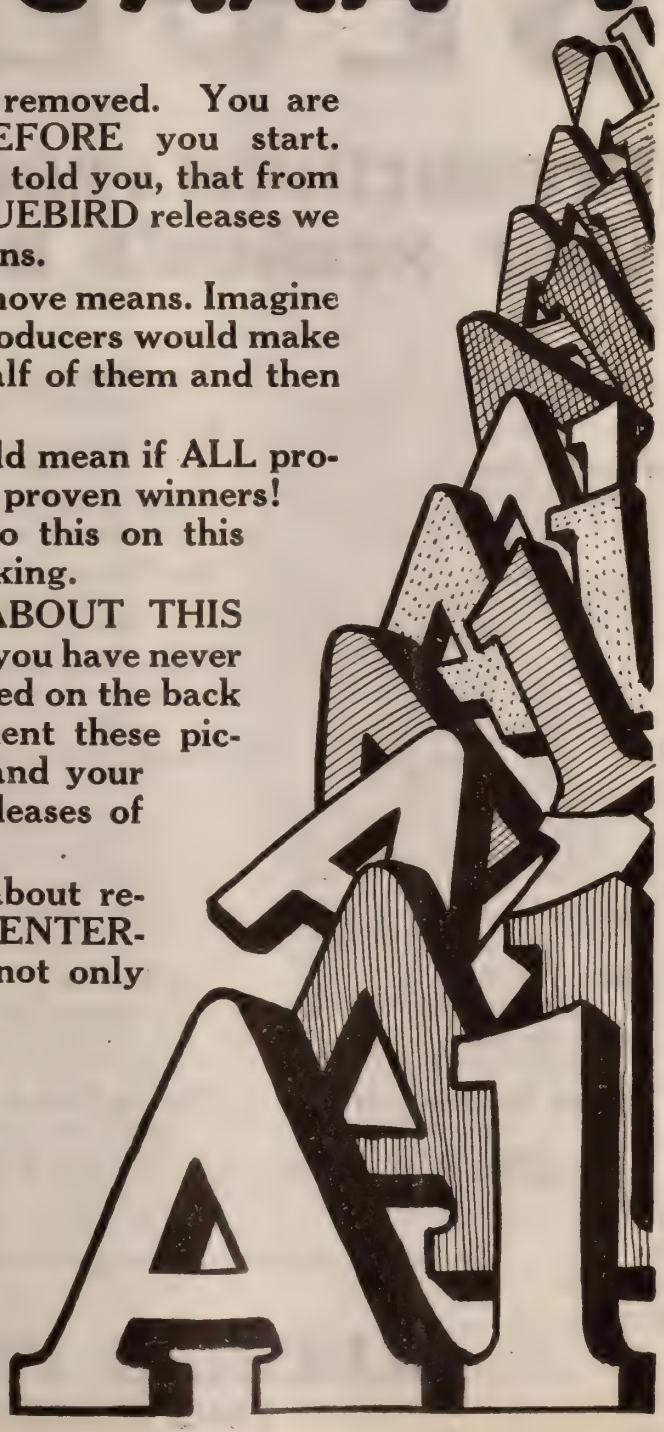
Imagine, please, what that startling move means. Imagine what it would mean to you if ALL producers would make an average of 150 pictures, shelve half of them and then give you a PRICE on the remainder.

In other words, imagine what it would mean if ALL producers would give you none but the proven winners! And BLUEBIRD is only able to do this on this SPECIAL DEAL basis of group booking.

AND THE FINAL BIG POINT ABOUT THIS SPECIAL DEAL IS JUST THIS: If you have never shown the BLUEBIRDS as enumerated on the back of this special four-page advertisement these pictures then are just as good to you and your patrons as any of the brand-new releases of the present moment.

Your patrons don't care a whoop about release dates. All they ask of you is ENTERTAINMENT, and this special deal not only enables you to give them an entire season of wonderful photoplay entertainment, but the very finest character of entertainment, because you will show them only those pictures that are the PROVEN WINNERS taken from more than 150 productions. And when you figure the price you can book them at, you've got the most amazing opportunity to CLEAN UP this season that you ever had in your career.

Turn to the next page now and check off the list of pictures you want and wire the list to your nearest BLUEBIRD exchange.



Here's the List of BLUEBIRD

Productions ready to start you on your season's biggest successes

Dorothy Phillips in
"THE GRAND PASSION"
"BROADWAY LOVE"

Priscilla Dean in
"SHE HIRED A HUSBAND"
"THE BRAZEN BEAUTY"
"WHICH WOMAN?"

Carmel Myers in
"THE LITTLE WHITE SAVAGE"
"WHO WILL MARRY ME?"
"ALL NIGHT"
"A SOCIETY SENSATION"
"THE DREAM LADY"
"THE CITY OF TEARS"
"BROADWAY SCANDAL"
"THE MARRIAGE LIE"
"THE WINE GIRL
"THE GIRL IN THE DARK"
"THE WIFE HE BOUGHT"
"MY UNMARRIED WIFE"
"THE LASH OF POWER"

Juanita Hansen in
"THE SEA FLOWER"

Marie Walcamp in
"TONGUES OF FLAME"

Frank Keenan in
"THE LONG CHANCE"

Herbert Rawlinson in
"BRACE UP"
"THE MAN TRAP"
"FLIRTING WITH DEATH"

Lois Weber in
"SCANDAL MONGERS"

Zoe Rae in
"DANGER WITHIN"

Louise Lovely in
"A RICH MAN'S DARLING"

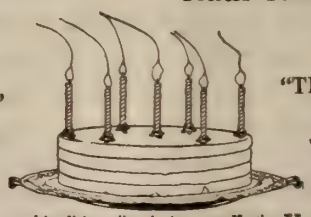
Mae Murray in
"FACE VALUE"
"PRINCESS VIRTUE"

Fritzi Brunette in
"THE SEALED ENVELOPE"
"THE VELVET HAND"

Franklyn Farnum in
"THE EMPTY CAR"
"FAST COMPANY"
"THE FIGHTING GRIN"
"$5,000 REWARD"
"THE SCARLET CAR"
"THE WINGED MYSTERY"
"ANYTHING ONCE"
"A STORMY KNIGHT"

Ella Hall in
"A MOTHER'S SECRET"
"MY LITTLE BOY"
"THE SPOTTED LILY"

Francis Ford in
"THE CRAVING"



It's Universal's Anniversary Month

Rupert Julian in
"MYSTERIOUS MR. TILLER"
"MOTHER O' MINE"

Edith Roberts in
"A TASTE OF LIFE"
"SET FREE"
"LOVE SWINDLE"
"THE DECIDING KISS"

Monroe Salisbury in
"THE MILLIONAIRE PIRATE"
"HUGON THE MIGHTY"
"THAT DEVIL BATEESE"
"THE EAGLE"
"WINNER TAKES ALL"
"THE SAVAGE"
"THE DESIRE OF THE MOTH"
"THE GUILT OF SILENCE"
"THE RED, RED HEART"
"HUNGRY EYES"
"HANDS DOWN"

Ruth Clifford in
"THE GAME'S UP"
"THE CABARET GIRL"
"FIRES OF YOUTH"
"THE LURE OF LUXURY"
"MIDNIGHT MADNESS"

Violet Mersereau in
"TOGETHER"
"MORGAN'S RAIDERS"

Select Your List of Attractions and Wire Your Nearest BLUEBIRD EXCHANGE

BLUEBIRD Photoplays, Inc.
1600 Broadway, New York

Does Corbett inject the Thrills?
Just Wait
The World Famous
JAMES J. CORBETT
IN THE MOST ARTISTIC - CLASSIEST
BIGGEST SERIAL YOU EVER PLAYED
"THE MID-NIGHT MAN"
DONT LET YOUR COMPETITOR BEAT YOU TO IT

Bewitching

MAE MURRAY

IN

"The Delicious Little Devil"

Book For a Run—It's a Winner

Harrison, in the Motion Picture News — Says:

The authors of "THE DELICIOUS LITTLE DEVIL" have done a fine job. So has Robert Leonard, the Director, and Miss Murray has done one of her finest bits, perfectly suited to her splendid talents. Fresh originality of plot, carries swiftly, and comedy situations generous.

Gordon Trent, in the N. Y. Morning Telegraph, Says:

"THE DELICIOUS LITTLE DEVIL" is one of the finest pictures in which Mae Murray has appeared as a Universal Star. Titles add quaint atmospheric charm.

Wid Says:

Mae Murray in "THE DELICIOUS LITTLE DEVIL" is seen at her very best. Whoever picked this story for Miss Murray certainly had the right idea. Suits her perfectly and enables her to display her rare talents.

It's One of the Finest Universal Special Attractions of the Season
View It at Your Nearest Universal Exchange.

The MOVING PICTURE WEEKLY
VOL.8 Nº20
JULY 5TH
1919
MARY MacLAREN
in The "WEAKER VESSEL"

Corbett says

"I'll stake my reputation on this big new Universal serial, 'THE MIDNIGHT MAN,' going over in every house where it is shown. And I'll stake my reputation on it's class. Long before I played in pictures I watched serials. Some of 'em satisfied me . . . some didn't . . . most of 'em didn't.
"They failed to hold me, because the suspense and action were not there, but—

"THE MIDNIGHT MAN"

—is destined to sweep the country with a wave of popularity and financial success to exhibitors. Just put me down as saying that about 'THE MIDNIGHT MAN,' and just add, please, that I'm not saying all this to boost the game. I'm saying it, because the serial is 'there,' jam-packed with wonderful entertainment, and I'm saying it because every exhibitor ought to ride this live one to the limit."
To prove to yourself whether Corbett is right or wrong, go to your nearest Universal Exchange and ask to see the first episodes of "THE MIDNIGHT MAN." That's the acid test. Release date announced later, but you can arrange your booking NOW.

UNIVERSAL FILM MANUFACTURING CO.,

Largest Film Manufacturing Company in the Universe.

CARL LAEMMLE, President.

1600 Broadway, New York

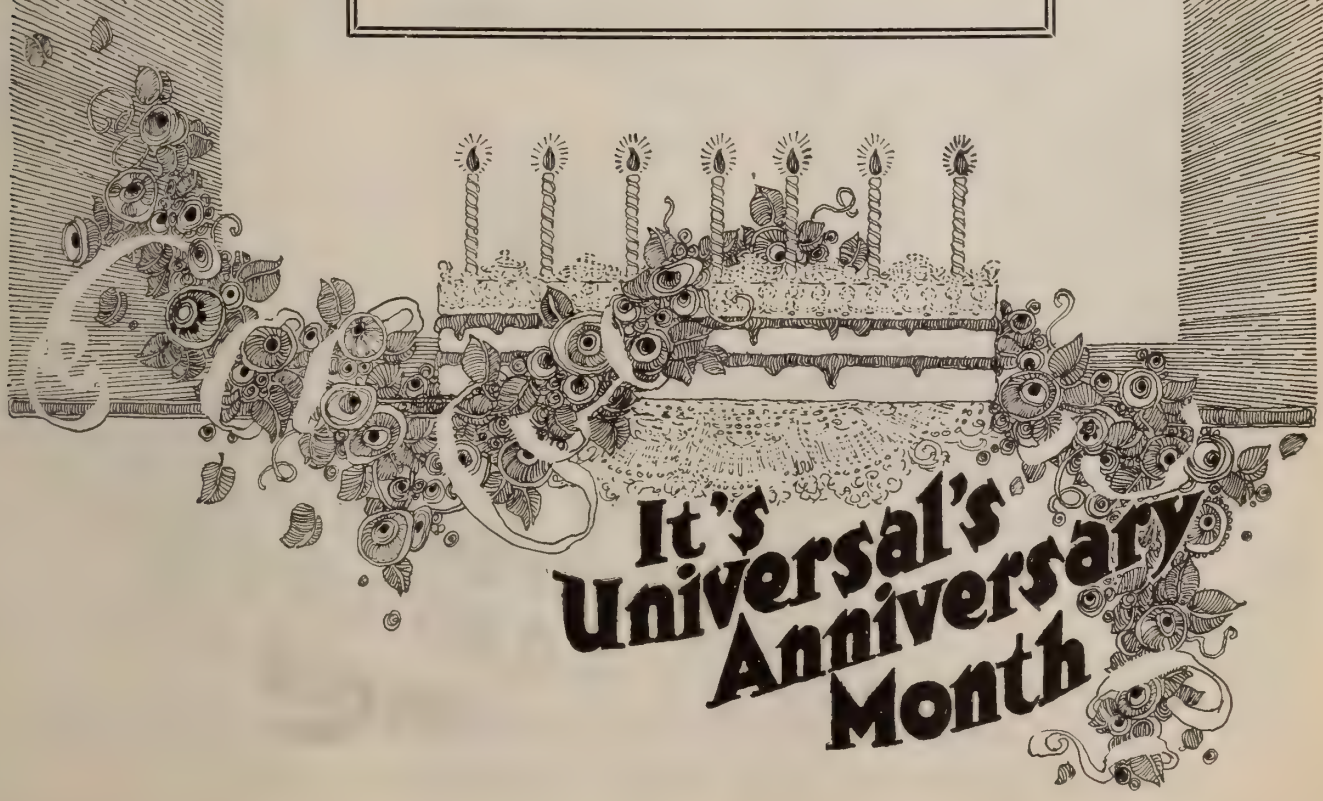
¶ Nothing succeeds like success —and of the successes the Universal has achieved in seven years of conscientious effort, we take greatest pride and pleasure in the truly overwhelming number of congratulatory messages and words of good-will from exhibitors in every State in the Union, backed up by the greatest volume of new customers in our history.

It's Universal's Anniversary Month

¶ In many a "Straight-From-The-Shoulder-Talk" Mr. Laemmle has talked straight from the shoulder to men in the trade. And these very same men who doubted and hesitated in days gone by, are now the truest, staunchest supporters of UNIVERSAL policies of doing business. We have always done our very best, and now we are reaping the harvest.

It's Universal's Anniversary Month

¶ So in this happy seventh anniversary of ours, hundreds of exhibitors who have never before played UNIVERSAL PICTURES are celebrating by making extra profits on our goods. A twofold result naturally obtains. First, it demonstrates to hundreds the leadership Universal has won in fine picture-making; secondly, it stimulates us to make even finer productions. And we want you to join our celebration.



It's Universal's Anniversary Month

¶ Celebrate in the spirit of co-operation with us and more profits to yourself by booking and showing our UNIVERSAL SPECIAL ATTRACTIONS—our wonderfully fine JEWEL PRODUCTIONS and our other goods. It will be a most fitting way for you to enjoy with us the fruits of seven long years of steady making and marketing of the foremost cinema productions of the period.

UNIVERSAL

It's Universal's Anniversary Month

EDDIE POLO

In his great series of the Ten famous CYCLONE SMITH STORIES

NOW PLAYING

S.R.O

IN HUNDREDS OF THEATRES

We told you that the great special series of ten EDDIE POLO pictures—the famous CYCLONE SMITH STORIES would go over like a house afire.

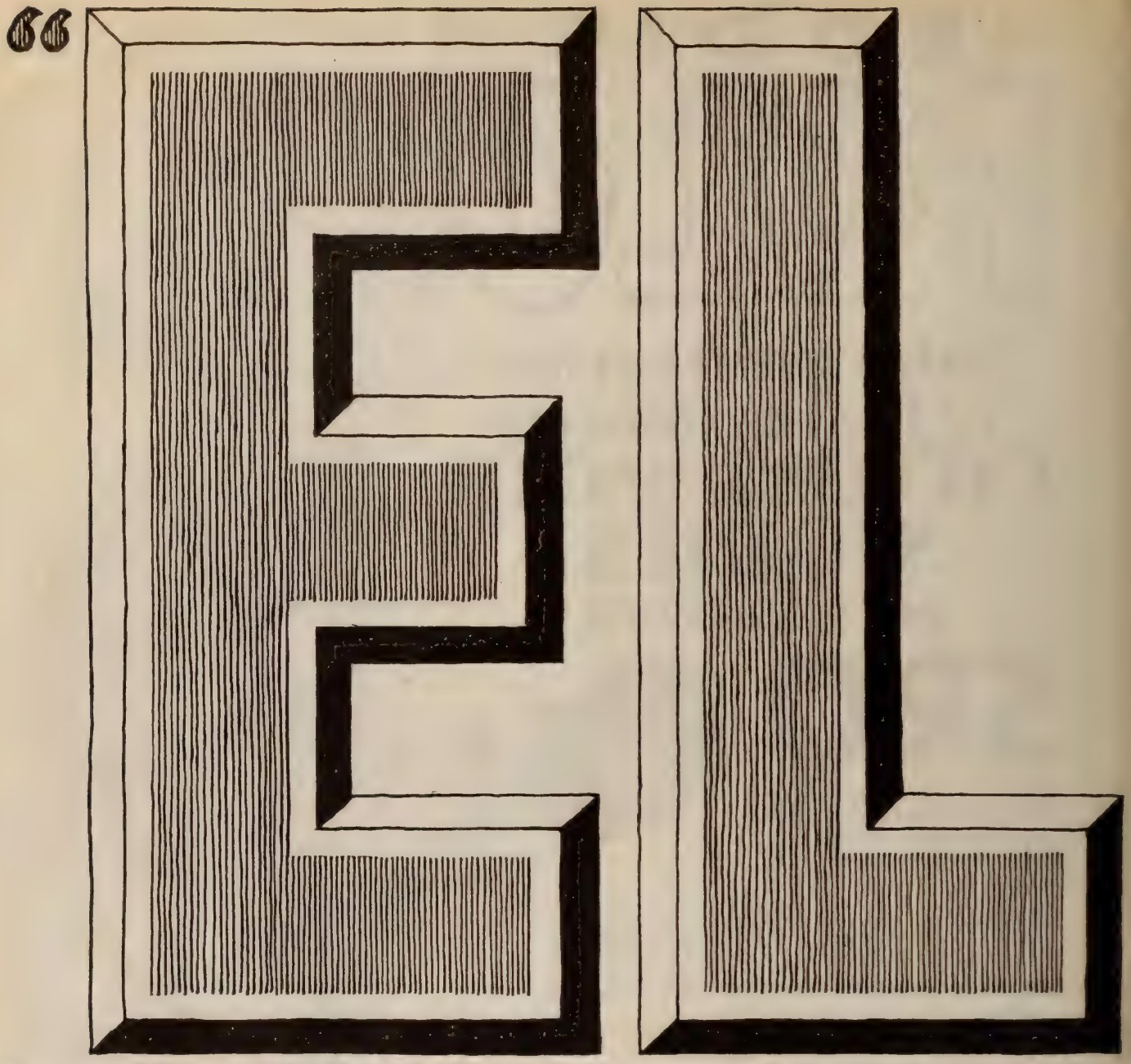
Well, gentlemen—they have gone over and are now going over exactly as we said they would.

Standing Room Only is the order of the day whenever one of the CYCLONE SMITH stories is advertised.

Polo's country wide reputation as the amazing Star of the Universal's biggest serial, "THE LURE OF THE CIRCUS," has brought the crowds from every quarter, AND THEY ARE COMING REGULARLY to see every one of these POLO pictures. All two-reelers jampacked to the neck with big ideas and wonderful punches. Book and advertise all ten exactly as you do your costly five-reelers. WATCH THE RESULTS. You'll get SOME surprise.

UNIVERSAL

GET YOUR CONTRACT FOR ALL 10 SIGNED NOW!



SUPPORTED BY A BRILLIANT CAST

TRUE to past performances, Universal serials are always booked first by the leading theatres everywhere; for example, in the Northwest territory Jensen & Von Herberg, owners of several of the largest and finest theatres in Oregon, Montana and Washington, have booked "ELMO, THE MIGHTY," for their Columbia Theatre, Portland, Ore., as well as for their Liberty Theatre at Butte, Montana.

SEE IT AT YOUR NEAREST UNIVERSAL

EATURING *The* GREAT **ELMO LINCOLN**

NCLUDING GRACE CUNARD

IN other parts of the country, and in every State in the Union, "ELMO, THE MIGHTY," is destined to go over big, because it's the type of serial that grips and holds millions of photoplay fans. Big in theme, thrilling in action and story, "ELMO, THE MIGHTY," will pack "em in for 18 solid weeks.

XCHANGE AND YOU'LL BOOK IT

SHOWMANSHIP

An Interview with

WILLIAM A. CALIHAN

BY NORMAN STADIGER

Here is Mr. Calihan's recipe

W-O-R-K = S-U-C-C-E-S-S

How He Made His Success

IN Rochester, N. Y., there's a manager who has gone his way modestly and unassumingly, with no fanfare of trumpets, yet has achieved real results, and is to-day accounted one of the most successful exhibitors in the country.

Interested in his success and believing that some explanation of it might be of benefit to other exhibitors, a representative of the Universal Moving Picture Weekly Magazine dropped in on him last week and sought an interview.

The exhibitor is William A. Calihan, of the Regorson Corporation, which controls and operates the Regent, Picadilly and Gordon Theatres, the three leading motion picture theatres in Rochester. Mr. Calihan disclaimed any unusual achievement in his career.

"As to whatever success I may have attained," he said, "the recipe can be summed up in one word—WORK. That has been primarily my fundamental principle since I started in this business. Keeping my shoulder eternally to the wheel."

"Quite true," replied the interviewer, "but don't you at the same time think that there are many exhibitors who work, and work hard, yet accomplish but little?"

"Agreed," was the answer, "but it's not quantity and force of energy alone that count. It's the quality of effort put forth; it's the constant building upon the experience that each day, each month, each year brings to a man. That's the thing in a nutshell. I can remember twelve years back, when we first started to operate the Hippodrome on Main street. We had some job! About all we knew then were single and double reel; five cents admission and continuous all day. It was the best we knew, and we did our best with what we had. We kept going along, always striving for betterment, and seeking to keep pace with, or rather a step ahead of the times.

"We have always tried to set the pace and to let the other fellow follow. No matter how roseate things may look, never slow down. When you stand still it isn't long before you're going backwards. Keep going all the time. When a man falls back he generally stays there, or else he has a mighty hard struggle to get up in front again. It's easier to keep ahead of the procession once you've got the lead, if you'll only use your head, and not get the idea that you've got everybody backed off the boards, and you can sit down for a rest."

"A showman is not made overnight. It is a business that requires study, foresight and a keen insight into human nature to make good, and to maintain a reputation once made. It is up to the exhibitor, if he would be successful and remain so, to find out what the people want and give it to them. He should even be able to anticipate their wants. And it is a business where you can never be sure of the result. Frequently you gamble with nature. By that I mean your best laid plans may be kicked into a cocked hat by climatic and weather conditions. When you get bumped the

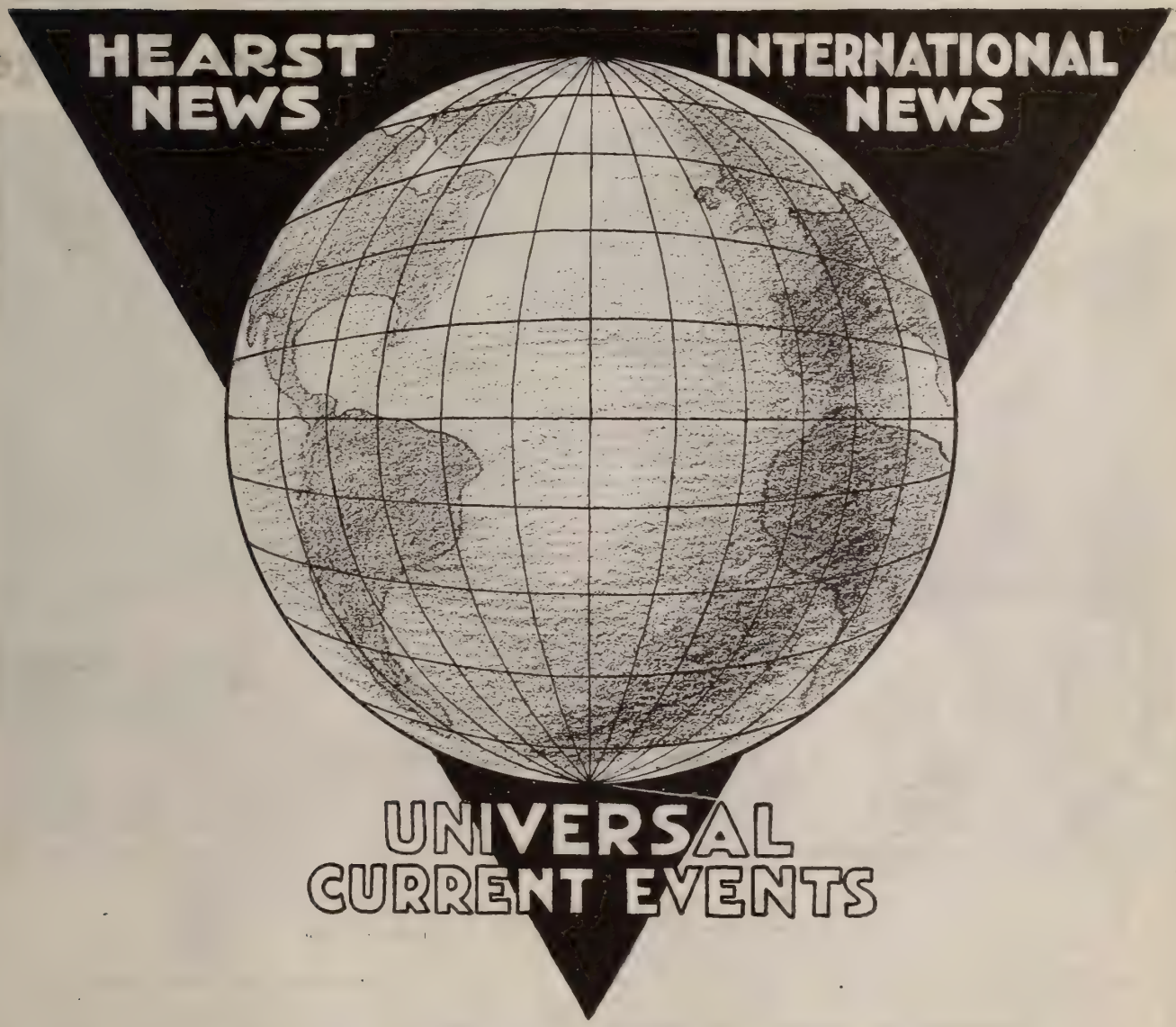
(*Continued from page* 8.)

MR. LAEMMLE has suggested to the editor of the Moving Picture Weekly that he obtain a number of interviews with successful exhibitors on how they made their success. The first of these interviews is printed herewith. It is with Mr. William A. Calihan, treasurer of the Regorson Corporation of Rochester, N. Y., controlling the Regent, Gordon and Piccadilly Theatres of Rochester.

It is Mr. Laemmle's idea that the experience of a successful manager will be interesting and helpful to any other manager. And it is with this feeling that this first interview is presented. Mr. Calihan's success, and it is a real success about which he is extremely modest, was scored by hard, constant and intelligent work, supplemented always by the experience gained in each effort, each success and each failure.

If there is an exhibitor who reads this letter and appreciates the spirit of the thing and realizes the value that such a frank talk will be to some exhibitor who is struggling with problems that have been solved by the successful exhibitor, we wish him to know that the columns of the Weekly are open to any exhibitor who has anything to say. We'll print it gladly.

Cornering the World's News Market



Perhaps you read our "Scoop" ad last week

—on how International executed 8 (eight) scoops and 10 (ten) beats on competitors. That ad was published to nail to the mast, once for all, any statements that you might read regarding "who's really first" with the world's latest news. Look at our last week's ad in the MOVING PICTURE WORLD, and see these big "SCOOPS" and "BEATS" for yourself, and you'll see why you should book and boost THE BIG THREE. The argument answers itself for you.

PRODUCED BY INTERNATIONAL. **RELEASED BY UNIVERSAL.**

THE MOVING PICTURE WEEKLY

A MAGAZINE FOR MOTION PICTURE EXHIBITORS

Published Weekly by the MOVING PICTURE WEEKLY PUB. CO.
1600 BROADWAY, NEW YORK CITY

PAUL GULICK, *Editor* JOE BRANDT, *Bus. Mgr*

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VOL. 8. JULY 5, 1919. No. 20

Birthday Dress of the Universal Los Angeles Exchange

CONGRATULATIONS

My dear Mr. Laemmle:

I am just informed that The Universal Film Company is celebrating the seventh anniversary of its existence and I don't want to let the occasion pass by without expressing my heartiest congratulations and best wishes for the future of your concern.

Very sincerely yours,
HUGO RIESENFELD.

Mr. Carl Laemmle,
1600 Broadway,
New York City.

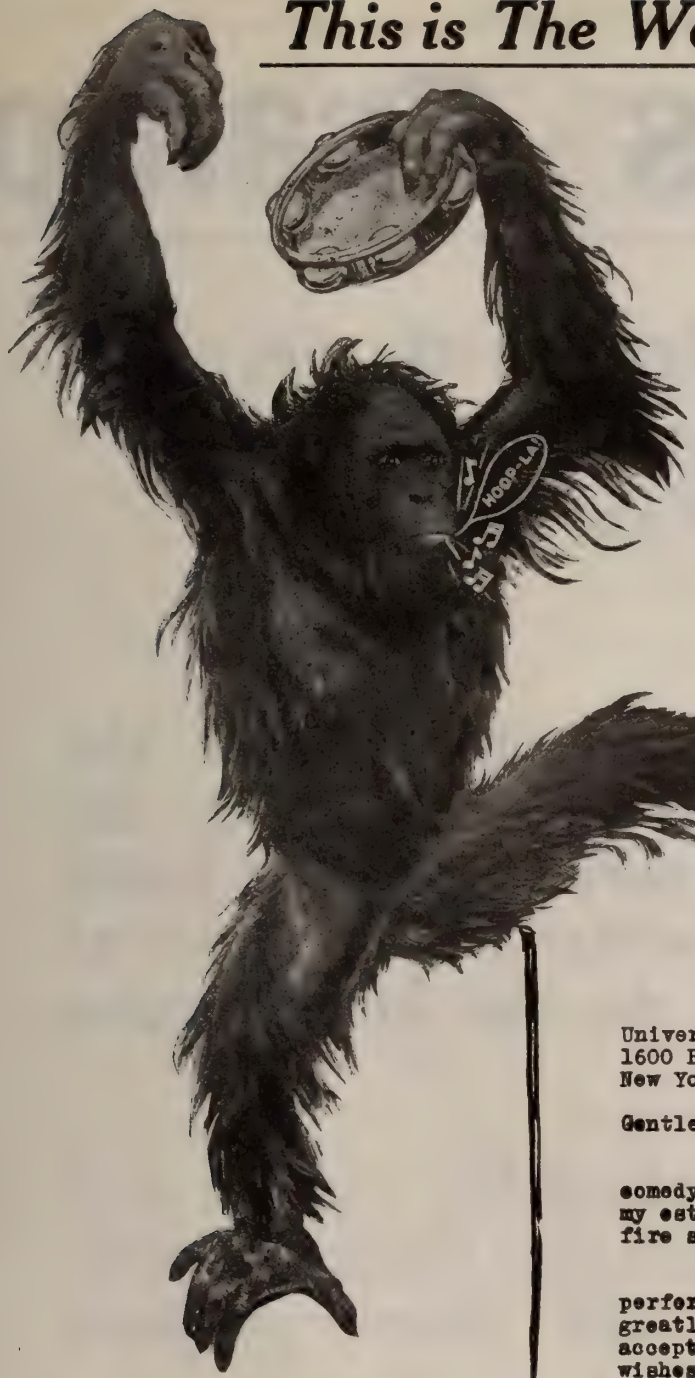
Oklahoma City, Okla., June 2, 1919.

Mr. Carl Laemmle,
President Universal Film Co.,
New York, N. Y.

Pursuit of purpose, marked by those efforts that have made an historic annal in film history, is a monumental achievement that yourself and your organization can now review with great pride. May your seventh anniversary prove but a beacon to the future success of the Universal, with whom I have dealt as an exhibitor for five of these wonderful years. My heartiest congratulations.

M. LOEWENSTEIN,
Majestic Theatre.

This is The Wonderful Joe Martin



READ THE STRAND LETTER ABOUT THIS STAR WHO NEVER "SASSED" A DIRECTOR——

A NATIONAL INSTITUTION

STRAND THEATRE
OF NEW YORK

OFFICE OF HAROLD EDEL
MANAGING DIRECTOR

MITCHEL H MARK
PRES. AND GEN MGR

May 20th, 1919.

Universal Film Exchange,
1600 Broadway,
New York, N. Y.

Gentlemen:-

"MONKEY STUFF", your latest two reel comedy which we are playing this week, is in my estimation a distinct novelty, and a sure fire success.

The comedy is going over big at every performance with our audiences who seem to greatly appreciate the novelty of it. Please accept my heartiest congratulations and best wishes for the future success of this splendid comedy. I am glad to have had the opportunity of running it.

Yours very truly,

Josh Plunkett
MANAGING DIRECTOR

JOE MARTIN

COMEDIES

The Sensation of the 1919 Season

NOW BOOKING THROUGH ALL UNIVERSAL EXCHANGES

Writer's Cramp

No. 243 Straight from the Shoulder Talk By Carl Laemmle, President, Universal Film Manufacturing Company.

Never forget the old story about the fellow who was saved from going to the penitentiary for forgery because he had a sudden attack of writer's cramp just as he was about to do the little forging stunt.

This bird boasted about his honesty and and got away with it, but the real reason for his honesty was simply writer's cramp.

Not wishing you any pain or suffering, but it would be a corking good thing for you if you should suddenly get a stiff dose of writer's cramp in case anyone should try to get you to sign any contract for TOO MUCH FILM SERVICE.

Afterward you could boast about your foresight in not signing the contract, and you could get away with it and never give a bit of the credit to writer's cramp.

You have no idea---not the slightest conception---of the GREAT BIG ATTRACTIONS AND HUGE SPECIAL PRODUCTIONS that are soon to be shown to you. And when they come, they will be so BIG that you cannot afford to be tied up tight on a contract that does not permit of an elastic booking.

I wish you could all see what I have seen at Universal City since I came out on this trip. I wish you could all know, as I know, the vital necessity of KEEPING MORE OPEN TIME THAN YOU EVER KEPT IN ALL YOUR CAREER AS A SHOWMAN.

I am not speaking solely of the Universal company now. Other companies, seeing how the Universal turned the tide toward great big productions with "The Heart of Humanity" and "The Kaiser, The Beast of Berlin" are striving their utmost to give you big pictures that will make as much profits for you as these pictures made.

Keep yourself in readiness for these. No matter how alluring a proposition may be presented to you, no matter how good a contract may look, keep away from the dotted line. If you haven't the nerve to throw away your fountain pen or cut off your fingers, sustain an attack of writer's cramp and SIT TIGHT!

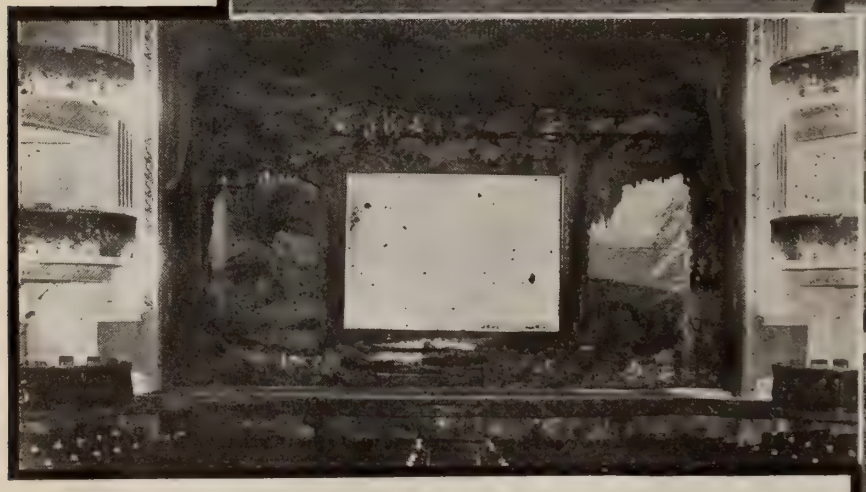
CAMPOAMOR THEATRE IN HAVANA REOPENS

Above—The large and commodious lobby, re-decorated and luxuriously furnished.

Detail of the center of the lobby, the entire corridor of which is shown in the illustration directly opposite.

Below — Interior view of the theatre looking toward the stage setting, which has all been entirely remodeled since the fire.

The front facade of the theatre as it looks to-day.



SOME months ago the beautiful Campoamor in Havana was caught in the disastrous Centro Asturino fire, which destroyed a number of buildings in what might be called the Rialto of the Cuban city. The damage to the theatre was so great that a thorough re-building became necessary. In spite of the excellent work which was performed in its behalf by the army of artisans, the theatre was only able to re-open on May

(*Continued on page* 27.)

Offices of the Universal Film Exchange in Havana, Cuba, located near the Campoamor Theatre, which is re-opened after a long re-building period caused by a disastrous fire.

Smiling

PETE MORRISON

in his latest 2 Reel Western Drama

"The FOUR GUN BANDIT"

Trade paper talk about Western Stars don't get you anything. It's the pictures themselves that do the talking, for after all your patrons are your one and only guide as to who really constitutes a Star. Millions have accepted smiling Pete Morrison into their hearts as the type of dashing Westerner they love. See all our Pete Morrison Western releases and see how vastly superior they are to others. All two-reels. All winners.

BOOK THRU ANY UNIVERSAL EXCHANGE.

THE MAGIC WORD

Opened untold Treasures to Poor Ali Baba of the Arabian Nights

The "OPEN SESAME"

to the modern Treasure House of Interesting and Instructive Informations:

NEW SCREEN MAGAZINE

BIG accomplishments are being daily recorded by the UNIVERSAL'S NEW SCREEN MAGAZINE. Wonderful strides forward in bookings, and still more wonderful achievements in putting into the NEW SCREEN MAGAZINE those amazing and fascinating new ideas that enable you to take out more profits than you ever dreamed of in a single reel release of any character.

GOING OVER BIG

That the NEW SCREEN MAGAZINE is going over BIG, is evidenced by the fact that such representative theatres as THE CIRCLE THEATRE of Indianapolis, one of the finest houses in America, is now showing the NEW SCREEN MAGAZINE. If its fine enough for the CIRCLE it is fine enough for the best theatres in the land. See the last few releases immediately.

NOW BOOKING THROUGH ALL

UNIVERSAL EXCHANGES

A whirl wind Clean up For Exhibitors Right Now

JESS WILLARD

Heavyweight
CHAMPION
of the World
in the Big Box
Office Winner
"The Heart
Punch"

"WIRE"

YOUR NEAREST
UNIVERSAL
EXCHANGE

News Photos

from Universal Current Events, Hearst News and International News.

1—*Old grads and freshies meet in the stadium at Harvard.*—Universal Current Events.

2—*Ralph de Palma wins a fifty-mile race at Sheepshead Bay, breaking all records from ten miles up.*—Hearst News.

3—*Gigantic British dirigible R-34 which is making a trans-Atlantic flight this week.*—Universal Current Events.

4—*Our old friend Pancho Villa, who was driven away from Juarez after American lives had been lost by his attack.*—International News.

1

2

4

3

"The Red Glove" is a Perfect Fit

The above crowd of children (about 400) could not be acco mmodated at the first showing of Marie Walcamp, in "The Red Glove," which started its first run in Elizabeth at the Royal Theatre, Wednesday, April 23.

The first time that all the Royal patrons could not be accommodated at the matinee performance, because "The Red Glove" is a production with a powerful theme, positively interesting to all classes. Here are a few important facts of this thrilling serial:

A band of marauders called "The Vultures," through their peculiar headdress and habit of appearing and disappearing as though on wings, through a hidden valley, the entrance to which no one can find and which can be entered at will by the Vultures, who live there. The chief Vulture is served by a huge monkey. Subterranean caverns, called "The Pool of Lost Souls," the secret to which is in the red glove which Tia Juana guards with her life.

When you realize that the scenes of "The Red Glove," which are going to make you clutch the edge of your seat and hold your breath, mean for Marie Walcamp astounding feats of daring, sometimes at the risk of her life, always with the possibility of severe injury, you will appreciate that you are watching the exploits of a real star.

Now if you want to enjoy a pleasing entertainment pay a visit to the Royal Theatre, Elizabeth avenue and Smith street, Wednesday, April 30, for the second episode of this wonderful serial.

The above is from the Elizabeth Daily Journal, Elizabeth, N. J. Manager Martin Cross sent it with the following letter:

A PRODUCTION. NEVER SUCH

April 28, 1918.

Big U. Film Corp.

Gentlemen:—The enclosed clipping may be of interest to your department. Ever since the Royal Theatre has been built (about six years) there has never been a production with the drawing power like "The Red Glove," which drew capacity business on a day in midweek. If you want to publish the enclosed photo. I will get the cut from the newspapers and send it to you.

I started "The Red Glove" on a two weeks' headway.

Yours for luck,
MARTIN P. CROSS,
Gen. Mgr. Royal Theatre,
Elizabeth, N. J.

PUT IT OVER WITH CAPITAL LETTERS.

Mr. Zierler, **April 12, 1919.**
Universal Film Mfg. Co.,
1600 Broadway, New York City.

My Dear Mr. Zierler:—

On the 28th of March I ran the first episode of "The Red Glove," but the bad weather that day prevented me from putting over the serial with the regular punch.

Thanks to you, Mr. Zierler; I succeeded in rebooking the first episode for the 4th of April and ran it, together with the second episode. The next thing to do was to inform my patrons of the reshowing. I put it over with "Capital Letters."

Now I'm positive at this early part of the serial (now running third episode) to state that the "Red Glove" will keep up the record of your previous serial, "The Lure of the Circus." Eddie Polo registered a riotous good-bye to our patrons, but Marie Walcamp welcomed them back with a wallop that will keep them on the go to the end of the serial.

Praise to Polo and Miss Walcamp for the pace they set.

Awaiting your next serial with Jim Corbett, I remain,

Cordially,
J. W. KLIGLER, Manager,
Hopkinson Theatre,
M. & S. Circuit, 31 Second Ave.

Adorable
Priscilla Dean

"OH HAVE YOU SEEN, PRIS-CIL-LA DEAN, IN UNI-VER-SAL PICTURES" It's taking hold all over the country. This slogan so catchy so clever yet so simple as to make you repeat it over and over again, will make millions repeat it over and over again, in just the same catchy way. Millions are talking about Priscilla Dean and her simply amazing rise as a leading star in pictures. Nine months ago unknown generally--today right near the top of the heap as a Box Office Star. Go see her in her latest Universal Special Attraction-"PRETTY SMOOTH" and see all her releases to date by special arrangement with your exchange.

Universal Gets one-third of "PICK O' THE PLAYS"

"Pick O' The Plays"

"MAN WHO TURNED WHITE"
Exhibitors-Mutual

"DADDY LONG LEGS."
First National

"REDHEAD"
Select

"DESTINY"
Jewel

"ONE OF THE FINEST"
Goldwyn

"DELICIOUS LITTLE DEVIL"
Universal

THIRTY-THREE and a third per cent of the excellence of any month's product of motion pictures should satisfy any company. That's the percentage that Screen Opinion gives Universal in its May review of forthcoming pictures. For the benefit of any exhibitor who is so unwise as to pay no attention to Screen Opinion's opinion, we will say in passing that Screen Opinion is a monthly publication which is absolutely independent in its reviews and totally unbiased by any such corrupting influence as advertising. We mention this only to show that no influence whatever can be brought to bear on Screen Opinion's reviews.

In its May issue it listed among the six pictures which it chose as the "pick of the plays," "Destiny" and "The Delicious Little Devil." Two out of six—thirty-three and a third per cent out of one hundred, one-third of the pick of the plays.

According to its catagory it lists eighteen plays in classification A. Out of these eighteen, two were Universals. There are also two Artcraft, two Famous Players and two Goldwyns. In classification B there are twenty-three plays, including Monroe Salisbury in "The Blinding Trail." Classification C contains fifteen pictures, of which two, Harry Carey in "Bare Fists," and Mary MacLaren in "The Unpainted Woman," were Universals, and seven were Famous Players. Universal is not represented in the D classification.

So much for one month. Don't let anybody tell you that Universal is not on top of the heap when it comes to quality. It is the result of an improvement which is still going on.

"Destiny" Class A

Producer—Jewel.
Footage—5,800 feet.
Release date—June 9.
Distributor—Universal.
Photography—Very good.
Direction—Very good; Rollin Sturgeon.
Star—Very good; Dorothy Phillips.
Story—Melodrama; family.

OUR OPINION

Did you play "Hearts of Humanity?" If you did the name of Dorothy Phillips should mean much to you, for few people knew Miss Phillips as they saw her in that wonderful production and they will not have forgotten her. The great dramatic strength of this story the splendid work of the cast and wonderful direction of the material will make this production one well worth seeing. The entire plot revolves around William Stowell and he handled his role in a masterly style. Miss Phillips is given quite a bit to do and does it well. Other important members of the cast are Stanhope Wheatcroft, Harry Hilliard and Allan Sears. The material has been handled a bit unusual and the ending comes as a pleasant surprise.

PROGRAM COPY—"Destiny"—Featuring Dorothy Phillips.

A masterful drama done in a masterful style by a masterful director and enacted by a masterful cast. Go back to "The Hearts of Humanity," the picture that stirred you as no other did and recall the beautiful young girl. Yes, that's she, Dorothy Phillips, and she enacts a splendid role in her newest picture. It's one well worth seeing.

"Delicious Little Devil"

CLASS A.

Producer—Universal.
Footage—5,800 feet.
Release date—May 19.
Distributor—Universal.
Photography—Very good.
Direction—Very good; Robt. Leonard.
Star—Very good; Mae Murray.
Star—Comedy-drama; family.

OUR OPINION

Thoroughly original in plot construction, this story provides some very refreshing entertainment that is at once delightful and wholesome. It can be enjoyed by the whole family of the classes or the masses, so well has it been done. Perhaps the first reel is just a little bit worrying, but after that it swings into comedy that is mirth-provoking. It has been produced along the lines of the popular trend of the times. Now everyone is seeking the best in life as a sort of reaction from the depressing days just experienced. That is what the story deals with and that is what the production provides. Mae Murray is seen to good advantage and receives good support from Rudolph Valentine, Harry Rattenbury, Richard Cummings and William Mong.

PROGRAM COPY—"Delicious Little Devil"—Featuring Mae Murray.

Sure and it's a bit of hivin ye'll be afther shtealing whin ye come in the theayter this evening. The delightful Ziegfeld Follies' girl will charm your worries away and send you out happy and carefree. It is perhaps Mae Murray's best screen work and a regular treat.

IF there is a production on the market this season that surpasses Mary MacLaren in "The Weaker Vessel" we want to see it. Here's a picture that will create new prestige for your house, bring and please new patrons and boost your profits sky high. A wonderful cast, including Frank Mayo and others, guarantees your patrons one of the finest plays of the whole season. Naturally it's a Universal Special Attraction.

Publicity for "Outcasts of Poker Flat"

AT A GLANCE.

SUBJECT—"The Outcasts of Poker Flat."

LENGTH—Six reels.

STAR—Harry Carey.

PREVIOUS HITS — "Bare Fists," "Three Mounted Men," "Roped," "A Fight for Love," "Riders of Vengeance."

DIRECTOR—Jack Ford.

SCENARIO—By H. Tipton Steck.

ORIGINAL STORY—By Bret Harte.

SUPPORTING CAST—Cullen Landis, Gloria Hope, Joel Harris, Victor Potel, J. Farrel McDonald, J. Webster Dill, Charles Hill Mailes, Virginia Chester and Louise Lester.

LOCALE—Poker Flat, California. Reproduction of a big gambling den of the early days in California; meeting of the vigilantes; terrific snow storm; dilapidated old cabin.

TIME—The days of '49 (action from 1849 to 1870).

THUMB-NAIL THEME—A Westerner who reads story of Bret Harte decides to take an opposite course. Here is what happened in the book: John Oakhurst, an honest gambler and philosopher, adopts a nameless child; later rescues young lady from a cruel fate; loves her and is loved by her, but wants his adopted boy to marry the girl. Accomplishes this purpose, then becomes an outcast so that stigma of shame attached to his calling—that of gambler—will not annoy the newlyweds. With other outcasts is caught in terrific snowstorm. In order that rest of outcasts and the young married couple who have searched for and found him in a rude cabin seeking shelter, might live, he makes a supreme sacrifice and is found by a searching party, buried beneath the snow.

A most pretentious photoplay production comes to the ..... Theatre on ....., it being none other than a picturization of Bret Harte's famous book, "The Outcasts of Poker Flat." Harry Carey, recognized today the world over as being second to no star in portraying western roles, plays the important part of John Oakhurst, the picturesque character in Harte's book, and is said to surpass his own great achievements in "Roped," "Hell Bent," "Three Mounted Men" and "A Fight for Love." A large and excellent cast is seen in support of the star, Gloria Hope, the beautiful little leading woman, is well known.

ADVANCE STORY.

THERE is cause for real rejoicing among photoplay lovers of this city. The ..... Theatre announces that on ..... the immortal American author, Bret Harte's great book, "The Outcasts of Poker Flat," is to be picturized on the silver sheet of this popular theatre and furthermore, that Harry Carey, recognized as the real human masculine type of moving picture star, is to play the important role of John Oakhurst, the honest gambler, in the photoplay production. Who among the literarily inclined and the book lovers of America, and Europe for that matter, has not read Bret Harte's "The Outcasts of Poker Flat"? Written in 1868, shortly after he became editor of the Overland Monthly, this book grew into instant favor and millions of readers have laughed and cried over its pages and in the end have placed Harte in their own hearts, never to forget him when authors and their works are discussed. And photoplay followers who recognize real art on the screen when it is projected, swear by Carey just as book lovers swear by Bret Harte, so the combination is a happy one and screen devotees are the gainers.

Harry Carey's triumphs in "A Fight for Love," "Hell Bent," "Three Mounted Men," "Roped," and other successes are well known to theatregoers, but it can be truthfully stated that Carey eclipses all past achievements by dint of his remarkable portrayal of the leading character in "The Outcasts of Poker Flat." Universal has given the production a scenic investiture of large proportions and the exterior settings consist of nature's great outdoors, with an actual snow-storm as one of the outstanding features. H. Tipton Steck is responsible for the scenario and Jack Ford's master hand is seen in the directorship of the six reels. Gloria Hope, Cullen Landis and many others are admirably cast.

NOTE.

Virginia Chester, who plays the part of "The Duchess," a soiled dove of a forty-'niner dance hall, in Bret Harte's "The Outcasts of Poker Flat" at the ..... this week, has essayed this type of role before. Recently she received a letter from a former Sunday school teacher of hers asking her not to portray this type of parts in the films. And now Miss Chester is looking for a chance to atone by playing one of the angels who come to take little Eva away to heaven in Uncle Tom's Cabin.

SLIGHTLY BIOGRAPHICAL.

THERE'S a love of life that radiates from Harry Carey. It is this quality that has made him the most popular western actor on the screen today. It is this essential feature of his make-up that embraces the humor that the home folk love so well in him and that more blase spectators envy so sincerely. The Carey personality has found its ideal vehicle in a story many years old, in an environment of old California in the days of '49. "The Outcasts of Poker Flat," the greatest of all Harry Carey "westerns," will be presented at the ..... Theatre .....

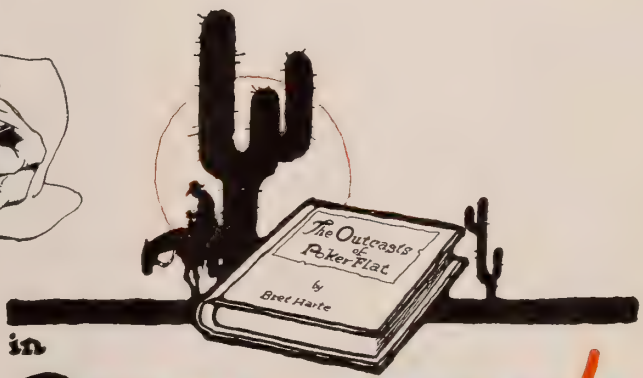
Carey was born in New York City forty years ago. Surprised? Of course—he doesn't look a year beyond thirty. Perhaps his training at Hamilton Military Institute and on the farm in New York State has a great deal to do with his youthful demeanor, especially in the light of his ranching activities in the San Francisquito Canyon, where his new property is located and where the famous band of cowboys act as vacqueros for a herd of Harry Carey-owned cattle.

Carey was in some respects like Bret Harte, who wrote the original of his new film story, in that "breaking into things" was accomplished only after a fierce struggle against adverse elements. Carey started in histrionic life as a "burlycue" artist—a comedian. He broke into pictures as a villain with the old Biograph company, with which he won fame as "Beau Broadway Carey" because of his silk-hatted "heavies."

Then he came to Universal, made "The Three Godfathers," "Hell Bent," "Roped," and "A Fight for Love," and sprang into the full glare of public favor. He has never lessened in the popular esteem. On the contrary, he has steadily advanced in the affections of millions. Today he is at the top of the heap. He's just Harry Carey—and everybody's wild about him!

There is bountiful comedy relief in the superbly dramatic photoplay, "The Outcasts of Poker Flat," adapted for the screen by Universal from Bret Harte's widely read book, and starring Harry Carey, which comes to the ..... Theatre ..... To miss seeing it would be like going to California for a vacation without visiting San Francisco or Los Angeles. It is probably the most human photoplay of the year and Universal has supplied its famous star, Harry Carey, with a competent cast, special care being taken in selecting types to fill the roles of the miners and gamblers of those, stirring, romantic days of '49.

Harry Carey



in

Bret Harte's famous classic

"The Outcasts of Poker Flat"

HARRY CAREY in

—the human
—the vigorous
—the delightful

NOT all Western character portrayers are alike. One of them, at least, is an actor—Harry Carey. And because Harry Carey is so much more real and human than other Westerners—so much more subtle—so much finer and keener—he has succeeded in making Western dramas that draw just as big houses in aristocratic neighborhoods as they do in the "cow-counties." We advise you to show Carey in his newest picture no matter what type of patronage you enjoy. In Bret Harte's classic, "The Outcasts of Poker Flat," there is something for everybody. See it at your nearest Universal Exchange.

"The Outcasts of Poker Flat"

The classic story that all America knows and loves

FOR the first time on any screen—the most famous character in American fiction—John Oakhurst, the gentleman-gambler of Poker Flat. A classic that has been read by uncounted millions during the past sixty years. A picture staged in the identical locations of Bret Harte's deathless romance—rich with the flavor of the golden days of the California argonauts. Settings which, for their picturesqueness and quaintness, are a sheer delight. A drama, superbly acted by a big cast, which no one will ever forget for its beauty, sympathy and romantic action. See "The Outcasts of Poker Flat" today and you'll thank us in behalf of your patrons.

A UNIVERSAL SPECIAL ATTRACTION

OUR POLICY

IT is now a little over a year since we produced our first Universal Special Attraction. We knew in the beginning that these pictures would be successful both for you and for us because we had the talent, the experience and the means—and it has all come true. In the past fifteen months this company has produced more pictures of a uniformly high character than any other concern in the business. Quite as important to you, we have given you these pictures at prices at which you made a good profit. As to our policy for the coming Fall season, we shall simply say that our Universal Special Attractions will continue to be your best pictures—your most profitable pictures. This old policy is better than any new policy that we can think of—the best entertainment for your patrons—the biggest net for you.

UNIVERSAL FILM M'F'G COMPANY

Carl Laemmle
President

"Outcasts of Poker Flat" Service Page

PUTTING IT OVER.

1—Prevail upon the leading book stores to dress their windows and counters with books by Bret Harte, especially "The Outcasts of Poker Flat." Use photographs and pictorial paper in the display which will help the dealer sell his books as well as help you sell theatre tickets. Be sure to have Harry Carey's photos in conspicuous place.

2—Arrange a "Bret Harte Night" by inviting all the old-timers to see "The Outcasts of Poker Flat."

3—Have the front of the house and lobby invested in a snow scene, or a scene depicting the days of '49. Have the ushers, if girls, dressed in dance-hall costumes of that early period; if boys, dressed in a "John Oakhurst" costume (see stills for correct raiment).

4—Announce a "Gold Discovery Night" during the run of "The Outcasts of Poker Flat." State that a gold nugget will be hidden in one of the theatre chairs in the main auditorium, and the lucky patron occupying that seat will receive the gold nugget. A $4 or $5 nugget can be procured from a jeweler. Or give each patron entering the theatre a numbered coupon and the lucky number drawn by any person in the audience from a big barrel containing all numbers will win the gold nugget.

5—Try to obtain a photo of Bret Harte. If possible, display a collection of souvenirs or ornaments of the days of '49 that may be possessed by some person in your city or town around the the photographs. Such an exhibition always attracts attention and helps sell theatre tickets.

6—Offer a prize in cash or prizes in theatre tickets to the student who writes the best essay on the subject of "Why are the works of Bret Harte, the author of "The Outcasts of Poker Flat," in such demand at public libraries?" Or, "Give ten reasons for the great popularity of the works of Bret Harte, author of 'The Outcasts of Poker Flat'; Mark Twain, Jack London and James Whitcomb Riley. Ten reasons for each author." Or, "Write a 200-word essay on the moral taught in Bret Harte's book, 'The Outcast of Poker Flat."

Story by Bret Harte.
Directed by Jack Ford.

CAST.

Prologue and Epilogue.

Square Shootin' Lanyon..Harry Carey
Billy Lynch.....Cullen Landis
Ruth Watson.....Gloria Hope

The Play.

John Oakhurst.....Harry Carey
Tommie Oakhurst.....Cullen Landis
Sophy .....Gloria Hope

THE STORY.

WITH heavy and doubtful heart, but full of tenderness, Thomas Lanyon watches his best friend's son and the young girl with whom he is in love. The happiness of the young people is uppermost in his mind. He feels that she would be happier with the younger man, though he knows that she cares more for him. And then, too, he owes a duty to the boy. In his dilemma, Lanyon carelessly picks up a book, Bret Harte's "The Outcasts of Poker Flat." As the sad romance of John Oakhurst and Sophy and Tommie unfolded before his eyes, he realized how near his own case was that of Oakhurst, the Square Gambler of the Polker Saloon. Having rescued Sophy from Stratton, a crooked gambler, who had betrayed and deserted her on a Sacramento sternwheeler, Oakhurst held the girl as a precious heritage until Tommie, his adopted son, fell in love with her.

Stratton comes to the Polker saloon and presumes on his former relationship with Sophy. Tommie attacks Stratton, who drills him with a bullet. Sophy nurses him back to health, but he is even more hopelessly in love with her in spite of her affection for Oakhurst. John decides to sacrifice both his and Sophy's happiness to make up to Tommie what life had hitherto denied him.

Tommie and Sophy are married, and to take away the environment which threatened to ruin the boy as it had his father before him, John orders the Vigilantes to burn the saloon. The members of the family are overtaken by a storm and John sacrifices his life for Tommie and Sophy.

Lanyon slaps the book shut with a tear in his eye. "That Bret Harte was a great writer, all right, and John Oakhurst may be all right, too—in a book. But look where he got to. I'm going to marry the girl myself."

ADVERTISING CATCH LINES

Written by America's immortal author, Bret Harte.

Harry Carey's marvelous record. He "Roped" "Three Mounted Men," who were "Hell Bent" and after "A Fight for Love" he became "The Outcast of Poker Flat."

"John Oakhurst," gentleman gambler, cashed in for good with the deuce of clubs as presiding witness.

The days of '49 unfolding themselves before your charmed vision with Harry Carey portraying a character that will never perish.

See Bret Harte's "Outcasts of Poker Flat," filmed in the very locations around which the story was written.

A vivid picture of the West that was—see Harry Carey as the king of the gamblers.

See the play that made Bret Harte famous, "The Outcasts of Poker Flat," with dashing Harry Carey as the gentleman gambler of the West.

How a gambler, usually pictured as being black at heart, exists only to make others happy, and then gives his very life that others might live, is the beautiful human story contained in "The Outcasts of Poker Flat," adapted from the world-famous book of the same name by Bret Harte, the immortal writer of the days of '49. Harry Carey, the noted star of Western roles, depicts the principal in this Universal production which comes to the ..... Theatre .....

Vic Potel, who plays the comedy relief role of Slim in Bret Harte's "The Outcasts of Poker Flat," in which Harry Carey is starring at the ..... Theatre, ..., this week, used to be featured in his own comedies. Many screen devotees will remember the "Slippery Slim" series in which Potel played.

POSTERS

for

HARRY CAREY

in

"The Outcasts Of Poker Flat"

Artistic One-Sheet Poster Specially Designed to Use As a Portrait Carey Poster and as an Ordinary One-Sheet.

One-Sheet Poster Getting Over the Idea That This Is an Adaptation of a Famous Book.

It's A Universal Picture
HARRY CAREY
IN THE SCREEN VERSION OF
BRET HARTE'S FAMOUS STORY
The OUTCASTS of POKER FLAT
DIRECTED BY JACK FORD

Six-Sheet Poster in Full Colors. The Twenty-four-Sheet is the Stock Stand With a Date-Line Strip.

Three-Sheet Poster for "The Outcasts of Poker Flat."

Campoarnor Theatre in Havana Reopens

(*Continued from page* 14.)

10th. Several views of the interior and the exterior are herewith reproduced but they give a very vague suggestion of the luxurious comfort and sumptuousness of the theatre which is described as the pride of Havana's society, and is the home of the Universal product in Cuba.

If exhibitors in this country were able to induce their newspapers to carry such flattering stories about them as the article herewith reproduced from La Prensa the day before the opening, their business ought to jump up fifty per cent. This article was carried under a black face, four-column heading, and here it is:

At last the hour has arrived, the hour so long looked for, so anxiously desired. The hour for the opening of "Campoamor." To-morrow is the day selected for the beautiful theatre to again open its doors to the public, and it opens luxuriously decorated, clothed in cleanliness, grace and beauty.

And its opening was anxiously awaited, because in that theatre are exhibited the best films that come to Cuba; because one may enter it from 11 in the morning until 11 at night, attending very cheap Tandas, and those in which are exhibited veritable jewels of the mute art.

And, furthermore, its opening was awaited with such anxiety because it is the rendezvous of the best society of Havana; because the "Campoamor afternoons" are unique for their enchantment, for their beauty, for the pleasant atmosphere breathes therein.

We believe that to-morrow, the day appointed for the great event, "Compoamor" will be filled to overflowing with the public. We expect it, because we know that the demand for seats is immense; we can say, without any exaggeration, that within a few hours its seating capacity will be exhausted.

Yesterday afternoon we, ourselves, went for a moment to the theatre and were fortunate in finding there Sr. Francisco Andreu, an architect of great renown, head of the Traffic Department of the City of Havana and of the Fire Department.

At that moment Sr. Andreu had just finished inspecting the work that had been done on the theatre, and for that reason, and in reply to our questions, he said to us:

The conditions of safety of Campoamor Theatre cannot be improved upon. I have inspected it on my own account; that is to say, out of curiosity to see it, and I can say that it unites all conditions for the safety of the public. The work that has been ordered has been carried out in every respect, and the theatre is beautiful.

We, too, visited it, and could prove everything that Senor Andreu said to us.

In its interior, as may be observed from the photograph herewith, the theatre is very beautiful; we might almost say an appearance of extraordinary luxury.

The obstructions of the portals and the sidewalk have been cleared away from the exterior, so the public may enter commodiously, as before the disastrous fire of the Centro Asturiano"

The film which the Universal has selected for the inauguration is "Kiss or Kill," a film of splendid argument, interpreted by the world-famed artist, Priscilla Dean.

A better selection could not have been made, as that film is famous, having been exhibited in the New York Theatres for more than 100 consecutive nights.

"The Geezer of Berlin" will also be released, and there is a genuine curiosity to become acquainted with this film.

It remains for us to congratulate the Empresa of "Campoamor" on account of its reopening, and the Havana Society because its favorite theatre is again open.

La Prensa, Friday, May 9, 1919.

PASTE
JOE MART
THE BIGGEST FOOL MONKEY ON EARTH
SUPPORTED BY THE RAREST AGGREGATION OF 4 LEGGED CRITTERS YEVER HEARD OF IN A REGULAR OLD HUMDINGER COMEDY
THE
JAZZ MONK
WATCH FOR THE BIG SHOW
SAL-JEWEL

The Three-Sheet for Joe Martin's Second Two-Reel Comedy, "The Jazz Monkey."

UNIVERSAL FILM CO. CELEBRATES SEVENTH ANNIVERSARY
PICTURE FIRM FOUNDED SEVEN YEARS AGO KEEPS PACE WITH REMARKABLE PROGRESS WHICH ATTENDS DEVELOPMENT OF THE MOTION PICTURE INDUSTRY
PATHE URGES BETTER STORY

Full-page illustrated story on the Universal's Anniversary, which appeared in the Butte Miner. If your local paper wants a similar story, write or wire to the Universal Publicity Department, and it will be sent.

HAVENS THEATRE RUNS A WEEK OF UNIVERSALS

IN honor of the celebration of the Universal's Seventh Anniversary, F. S. Hopkins, manager of the Universal Film Exchanges, Inc., of Buffalo, has made arrangements with Fred C. Bitner, of the Havens Theatre, Olean, N. Y., to run a special Universal week, starting with July 7th. His program as outlined will be as follows:

July 7. "The Light of Victory"
Monroe Salisbury
"Society Stuff"
L-Ko Comedy

July 8. "A Fight for Love"
Harry Carey
"Guilty"
Lyons & Moran Comedy

July 9. "What Am I Bid?"
Mae Murray
"Swat the Flirt"
L-Ko Comedy

July 10. "Fire Flingers"
Rupert Julian
"Straight Crooks"
Lyons & Moran Comedy

July 11. "The Amazing Wife"
Mary MacLaren
"How's Your Husband?"
Lyons & Moran Comedy

July 12. "The Exquisite Thief"
Priscilla Dean
"Strike Breakers"
Lyons & Moran Comedy

I'll say that's some program.

IN ONE OF HIS GREATEST SCREEN ACHIEVEMENTS

"BARE FISTS"

"OF all of the productions in which Harry Carey has been starred,"—says one prominent dramatic critic,—"none to my mind portrays Carey's innate human-ness, ruggedness of character and exceptional acting as his work in "BARE FISTS."

"It is clean, convincing to a degree seldom attained by any Western actor on the screen, and entertaining to the very zenith of possibility."

To this fine tribute to Carey we can but add this: Maybe you are showing the Harry Carey Universal Special Attractions and maybe not, but this is your opportunity to review, to book and to show one of the screen's finest offerings in months. It is truly "entertainment brought to the highest point of efficiency." Show this production, then pass slips around asking your patrons their opinions.

IT'S A MAGNIFICENT
UNIVERSAL SPECIAL ATTRACTION

JOE MARTIN SOLILOQUIZES

For once in my life I have to laff!

It'll either make you laff or cry when I tell you.

It's simply this:—The boss of the Universal has gone and had my life insured for twenty five thousand dollars!

Me, the funniest, brainiest, best actor on the screen and yet the boss is so tight and stingy that he insures me for a miserable twenty five thousand.

Great pups!

Of all the abused, mis-treated stars that ever lollygagged into the very teeth of the camera, I am the original stepchild! I always get the worst of it.

Why I ought to be insured for a thousand times twenty five thousand and the boss ought to be glad to pay the premium, even if he cancels the policy after he's got the newspapers to fall for the publicity stunt.

Boys, take it from me, this stuff of being a movie star is simply bunkalorum. I go out on the stage and do things in perfect seriousness and then everybody simply dies of laughter.

Suddenly the boss of the Universal hears that there's something to laugh at in the studio. So he immediately wires out, "Make a big star out of the monkey. Get the best authors to write his stories. Let's prove that we can make a star out of a monkey. If this works we'll try it with an educated jackass next."

And just a tip from me, friends! This same boss is going to soak you good and proper for my pictures. Somebody's got to pay for the laughs I bring you. Yes, and somebody's got to pay for this measly little insurance policy, too.

And it's going to be you! You're going to be the goat, even if you make a profit at it. By the way, why don't you come into the movie star business as the only unbuttable goat in captivity?

P. S.—The boss asked me to say that you can get my stuff at his exchanges but I don't get a cent for writing this stuff, so I'll be damned if I'll do it.

Monroe SALISBURY

WID says--of it —"It profits by true characterizations and ends with strong climax"— THE N. Y. TELEGRAPH— says—"The production is very good, with Salisbury handling difficult character in artistic manner."

We say — Review this Universal Special Attraction at any Universal Exchange and judge of the entertaining and box office value of this attraction.

in "The Sleeping Lion"

RIDDLE Rhymes

Bill McBride
Tried to chide
His June bride. ?
S-U-I-C-I-D-E

(*From New Screen Magazine*)

"A Pair of Deuces"

Two-Reel L-Ko Comedy.

(*Copyright*, 1919, *by the L-Ko Komedy Kompany.*)

FELECIOUS FOOLCAP had fallen in love with Patricia Millionbuck, but, being far beneath her, financially, he was lost in despair. But Wun Lung, his valet and spiritual adviser, finds a way out by stealing a suit from a fellow in the pocket of which is an invitation to the Millionbucks banquet. They force their way into the reception room and find seats at the dinner table. They are enjoying the soup song which is being sung by the guests, when the the surprise of the evening comes with Madam Butterflew, a talented "Salome" dancer. When Wun Lung saw her, he forgot the dinner and started to imitate her. He noticed a bee on her back and heroically attempted to kill it. But it happened to be an ornament which Madam purposely put there, and a general fight followed. "Pop" Millionbuck was quite furious by that time and challenged Felecious to a duel. The latter thought that he had been killed. "Pop" offered on thousand dollars if he were alive. Felecious comes to life, grabs Patricia and runs away with her. Before Pop catches them they have already been married and are waiting for his parental blessing.

Current Events, No. 25.

British Dirigible to Fly Across Atlantic.—Monster aircraft or her sistership expected to make trip to America. —*Selby, England.*

"I Love the Cows and Chickens."—So convalescent soldier boys decide after a day in the country.—*Bellevue Farm, Maryland.*

Sub-Titles.—The boys like the chickens—naturally! "How yer gon'r keep 'em down on the farm after they've seen Paree?"

Chinese Kiddies Take Prizes in Baby Show.—All entries are sons and daughters of the Celestial Republic. —*Portland, Oregon.*

American Women Aid Homeless French in Devastated Region.—Blerancourt, France.

Sub-Titles.—American women dentists care for French "kidd'es". Scientific care is given under-nourished babes of the devastated section. Miss Anne Morgan of the American Committee for Devastated France.

"Over the Top."—Thoroughbreds take the hurdles at Westchester County Horse Show.—*White Plains, N. Y.*

Sub-Title.—One of the winners.

SYNOPSES OF "A PAIR OF DEUCES" AND CURRENT EVENTS, NO. 25.

Over the Rose City.—Looking down upon the Oregon metropolis from a naval seaplane.—*Portland, Oregon.*

Labor Federation Urges Recognition of Irish Republic.—Atlantic City, N. J.

Sub-Title.—Samuel Gompers addresses the delegation.

Blow Mountain Apart to Get Crushed Rock.—More than 100,000 tons of dynamite used in small charges.—*Cantu, Mexico.*

A Collection of Quacks.—Where everything but the squawk is utilized. —*East Orleans, Mass.*

Sub-Titles. — Battalion formation. A trayful of fuzz. Chow time. Stuffing for pillows. Off to market.

When "Old Grads" and "Freshies" Meet (Omitted from San Francisco and Los Angeles).—Class Day is gala event at Harvard.—*Cambridge, Mass.*

Sub-Titles.—Distinguished men attend the graduation at Yale University. Admiral Sims and former President William H. Taft.

Polish Army Enters Capitol Long Held by German Troops.—Warsaw, Poland.

Sub-Title.—Joseph Pilsudski, President of Poland, and his favorite horse.

Swimmers Clash for Championship of Army of Occupation.—Paris, France.

Sub-Title.—Secretary of State Lansing awards the winners.

HOW HE MADE HIS SUCCESS

(*Continued from page* 8)

thing to do is to devise some plan to recoup and to drown a failure in the glory of a subsequent success.

"My twelve years in one locality have made me fairly conversant with what Rochester wants, I believe, yet one can never be quite sure and I am always studying and always learning. We buy the pictures which we believe our people want, and we put them on as attractively as we know how. We use plenty of Universal subjects and we are more than pleased as to quality, service and the resultant box office receipts. We congratulate Universal most heartily on its seventh anniversary, and wish for it many more years of prosperity."

THE BIGGEST LETTER.

UNDER a two-cent stamp and pasted together with stickers, the editor of the Moving Picture Weekly received the other day a one-sheet poster for "The Heart of Humanity," in four colors, made by a local St. Paul lithographer. On the reverse side of the folder was this caption: "Here's the biggest letter you ever received," and on the back of it was this letter from Alfred J. Johnson, of the Rex Theatre of Winthrop, Minn., addressed to Mr. Bryson of the Universal Film Exchange of Minneapolis. The whole thing is doubtless one of Mr. Bryson's gigantic ideas. He felt that the letter was so good that it required a one-sheet to handle it. We will not be surprised at some future date to receive a twenty-four sheet letter from Jimmie. Here is the letter:

Winthrop, Minn., June 3, 1919.

Universal Film Exchange,
Minneapolis, Minn.

Dear Br. Bryson:

Just finished my two days' run on "The Heart of Humanity." Went over big, notwithstanding the second day it poured down rain; that meant that the roads were hardly travable. I made a lot of money, thanks to you.

The production is wonderful; there never was anything to equal it, and I wish you would tell every exhibitor for me that they cannot help but make money on it.

I spent as much money on my orchestra and advertising as you charged me for the production, and you know how I squealed and what I said when you first mentioned the price. Well, Bryson, it's different now. You were cheap—but I didn't know it then. I had a nice bag of coin left and I'm happy all over.

Don't be afraid to tell all the boys about what I did—they can, too. It will establish a reputation for every one of them and their house. Best of all, it will get the kale.

This is a letter I never did expect to write. I didn't think I would ever be satisfied, but I am, and "The Heart of Humanity" is responsible for it all.

Yours truly,
A. J. JOHNSON.

CARL LAEMMLE OFFERS

MRS. CHARLIE CHAPLIN

(MILDRED HARRIS)

IN LOIS WEBER'S PRODUCTION

"HOME"

UNIVERSAL JEWEL

RIDDLE Rhymes

Cy buys Vi
Tea and pie.
Cy does sigh: ?
"LOVE COMES HIGH."

(*From New Screen Magazine*)

"To the Tune of Bullets"

Two-Reel Western Drama.

CAST.

Peter Rankin	**Pete Morrison**
Mary Lacey	**Magda Lane**
Joe Nash	**Arizona Brady**
Rankin, Jr.	**Hal Wilson**
Jim Lacey	**Bob Reeves**

PETER RANKIN, a young Easterner, has come West and taken up a cattle ranch. Harassed by a gang of cattle rustlers, Peter sends his foreman, Jim Peabody, for Federal assistance. Peter's father telegraphs that he is coming for a visit. Peter tells Mary, his foreman's sister, that now they can tell his father of their engagement. Mary is fearful that he will not approve of a Wild West girl like her. Peter suggests that she prepare a fine dinner for him, and then, when he is in a good mood, they can break the news. Mary hopefully consents.

But father is a dyspeptic and a geologist. He takes tabloid food.

Old Peter enters the kitchen, sees young Peter soothing Mary, and states that he never thought his son could make love to a cook. Mary is deeply hurt. Rankin, Sr., is out on an expedition. While examining some rocks his burro strays away and returns to the ranch.

As night comes on, Peter notes the burro and he and Mary start out to search for Rankin.

Jim, with a number of deputies, is searching for the rustlers, who have undertaken one last raiding party.

Rankin strays to the rustlers' cabin. Peter and Mary separate, to circle about, and Peter comes across the rustlers at work. He wounds one. The rest escape. Following their trail, he comes to their cabin.

They believe Rankin, Sr., to be hunting them, and give him two minutes to live. Peter fires just in time to save his father. Wedging one of his guns between some rocks, and tying the end of a rope to the trigger, Peter by firing through a side window, outwits the rustlers, and bursting in the door, covers them.

Mary finds the wounded rustler, and Jim and the deputies. They start out in search.

Other rustlers have heard the firing. Peter locks the door and tries to hold them off. When his last shell is fired the two rustlers inside pounce on him, while those outside batter down the door.

Mary and the posse ride up, and the rustlers are forced to surrender, while the terrified father tells Peter that if it were not that he had saved his life, he would say that Mary was too good for him.

"Cyclone Smith's Partner"

Cyclone Smith Adventure Series No. 9.

CAST.

Cyclone Smith	**Eddie Polo**
Marilla	**Beatrice Burnham**
Chick Saunders	**Jim Corey**
Manuel Perez	**Carl Silvera**
Manuel's Pal	**Len Trainor**

"CYCLONE" SMITH and his pardner, "Chick" Saunders, on a horse-trading trip through the south, come to the town of San Miguel. Near the town lives Santos De La Cruz and his beautiful young daughter, Marilla. Smith and Saunders both meet her, and love her, and between the two there exists a friendly rivalry for her hand. Finishing their day's work, Saunders rides first to the cabin of Marilla. Manuel, scion of a wealthy family, is madly in love with Marilla, but there is no love in her heart for him. He is at the cabin when "Chick" arrives. When Manuel sees the friendly way in which Marilla greets "Chick," he becomes angry and leaves.

Smith arrives just in time to witness the culmination of "Chick's" wooing. Smith turns and rides sadly back to town. Saunders rides to town in search of the Padre to perform the ceremony. Manuel, somewhat under the influence of liquor, sees Chick in the town, and having previously seen Marilla's father leave on a prospecting excursion, returns to Marilla's cabin, where he attacks her. Marilla fights him off, and Manuel leaves.

Chick, returning from the mission, where he went for the Padre, learns of Manuel's actions. He finds Manuel in the bar, and makes short work of him in a gun fight. Smith, who is also in the bar, holds off Manuel's friends while Chick makes his get-away. Chick is wounded. Manuel's friends follow him. Smith goes along to see that Chick is given fair play.

Pursued by the band of Manuel's friends, Chick falls from his horse and makes his way to Marilla's cabin. The band is led astray on a blind trail. Smith goes to the cabin. The band returns, and finding the right trail, surround the cabin.

Smith quickly changes clothes with Chick, and hiding Chick and Marilla under a ledge of rock, blows up the cabin. In the smoke and dust following the explosion, Smith, disguised in Chick's clothes, attracts the attention of the band and they follow him. Chick and Marilla escape to the mission where they seek the protection of the Padre. Smith leads the band a wild chase. Roping a stump at the road side, he stretches his lariat across the road, and the pursuing men, riding madly, strike the rope and are thrown from their horses. Several escape, and these Smith eliminates in a hand-to-hand encounter. With the band disposed of, Smith meets Chick and Marilla at the mission in time to witness their marriage by the old Padre, and while his heart is heavy over the loss of the girl, it is made happy through the happiness of his "Pardner."

SYNOPSES OF "TO THE TUNE OF BULLETS", "CYCLONE SMITH'S PARTNER" AND NEW SCREEN MAGAZINE, No. 20.

New Screen Magazine,

No. 20.

THE frigade Constitution, the most famous ship in American history, affectionately called "Old Ironsides," now rests in honor at the Boston Navy Yard. The New Screen Magazine this week gives us a wonderful view of the interior as well as the exterior. She is one hundred and twenty-two years old and has been in three wars, but in spite of her numerous battles, the Constitution lost only fifty-four men in action. We are then shown by a clever cartoon how the divorce germ enters a heart and sometimes kills the love germ, and how to avoid its deadly sting. After that we are shown how to melt iron with water. It's very simple to burn your way out of jail if you know how to do it, and a steel file will melt down like a fat man's collar in July if you know the secret. Then we see the prize elephant of Central Park Zoo getting a manicure, and then, from the ridiculous to the sublime, see Madame Galli-Curci, famous opera star, darning socks. Some clever trick photography, a cat and dog battle and some riddle rhymes complete this issue.

Eddie
PLAYING CAPACITY

POLO IN "The LURE OF THE CIRCUS"

AND IS IT CLEANING UP FOR EXHIBITORS READ THIS, AND DIGEST ITS MEANING!

Universal Film Exchange, Inc. 214 E. 12th Street, City.
Gentlemen:—

On Sunday, Feb. 16th, I ran the first episode of "THE LURE OF THE CIRCUS and showed to 2,101 people. This is MORE THAN I HAVE EVER SHOWED TO IN MY HOUSES ON ANYTHING. THE LURE OF THE CIRCUS broke all house records and I expect next Sunday to be even bigger than yesterday. Yours very truly,

RAY LUSK,
Owner and Manager, Troost Theatre, Kansas City.

This has happened and is happening right now in hundreds of theatres. How about you?

SEE YOUR NEAREST UNIVERSAL EXCHANGE.

EVERYWHERE

"The Heart of Humanity" Sti

Sunday of First Week. Five Columns, Full Depth.

UNLESS HEARTS WERE STONE

Only the hearts of stone could resist the appeals of a picture such as "The Heart of Humanity" offers in its vivid portrayal of modern war upon earth. With a screen like that before him, one does not have to draw upon his imagination to see the deluge of blood and tears—to hear the cries and moans of the wounded—to hear the screams of the violated women—to feel the hunger and desolation of starving children—and last but not least to realize that a blind but organized ignorance attacking a helpless unorganized, wisdom was responsible for it all—no, rather that a very great wisdom of an exceedingly fine civilization is responsible for it because it had failed to organize itself against these foes of humanity.

If the League of Nations idea had needed any further endorsement it surely finds it in this greatest of all war pictures ever shown upon an American screen. We believe "The Heart of Humanity" to be one of the most efficient vehicles for the promotion of the League sentiment that can be discovered. It contains the right proportion of pathos and logic—of appeal to the higher in men to prepare them for the marvelous possibilities that lie potential in the League of Nations covenant. We are not press agents for the picture, but we are willing to express the belief that all who see it will come away feeling their time and money well spent.

(From the Moberly [Mo.] Daily Index editorial column the day after "The Heart of Humanity" opened at the Grand Theatre there.)

ENGLISH'S OPERA HOUSE ADVERTISES WELL.

Crack Indianapolis Theatre Uses Full Campaign of the Universal Adv. Department in Dailies.

PLAYING against tremendous competition in the shape of a three days' celebration of the home-coming of its own boys, English's Opera House of Indianapolis extended its week's engagement of "The Heart of Humanity" to two weeks. Furthermore, the other first run theatres in Indianapolis had prepared the stiffest film competition and Ad. Miller, the manager, knew he would have to do something beside open the door each morning. What he did is evidenced by the several cuts on this and the next page. They comprise the big full page campaign which was so carefully worked out by the advertising department of the Universal for big campaigns. They are reproduced here to show what an effective campaign it makes when you see it with the name of the theatre and all the personal and local touches that cannot appear in a general campaign.

THE MIGHTIEST PRODUCTION the World Has Ever Seen
THEY ARE HOME AGAIN! They are back with us once more.
Their glorious deeds have thrilled the universe.
The spirit of their heroism, the steel of their souls the splendor of the love of woman—these thrill you, lift you, fill you, in
"The Heart of Humanity"
Bigger Greater Greater More Human Than Anything You Have Ever Witnessed In All Your Years of Genuine Entertainment
It Means Tears and Laughter and Cheers
Five Million Spectators Have Seen It. Praised It. Cheered It. Indorsed It.
ALL WEEK
DOROTHY PHILLIPS
"HEART of HUMANITY"
ENGLISH'S NOW!
DAILY PRICES

Seven-eigth's of a Page, Star. Thursday Preceding Opening of Picture.

Allen Holubar's Super-Production - The Picture that will live forever.
The HEART of HUMANITY
Featuring Dorothy Phillips
Carl Laemmle presents the
Greatest Photoplay of the Age
"THE HEART OF HUMANITY"
TWICE DAILY—2:30—O'Clock—8:30
ENGLISH'S

Very Little Room On This Page When the Advertisement Was Printed.

BIGGEST PICTURE UNDER THE SUN

Carl Laemmle,
Universal Film Co.,
1600 Broadway, N. Y.

Exhibited "Heart of Humanity" twenty-eighth; packed house; repeating today; crowded house; advertise it well; biggest picture under the sun.

THE ROSE THEATRE,
Wm. C. McIntyre,
Fayetteville, N. C.

Continues To Pack Them In

FANNIE HURST Says:—

Mr. Carl Laemmle, President,
Universal Film Co.,
New York City.

Dear Mr. Laemmle:

I saw "The Heart of Humanity" last night and I want to give you a piece of my mind about it.

First, I think it is about the finest achievement that the screen has yielded up thus far.

Also, aside from the fine moving love story, I learned a vast amount about modern armament.

There is a moment in that picture that is going to thrill down the spinal column of the world. I refer to the dog scene, one of the greatest photoplay moments I have ever enjoyed.

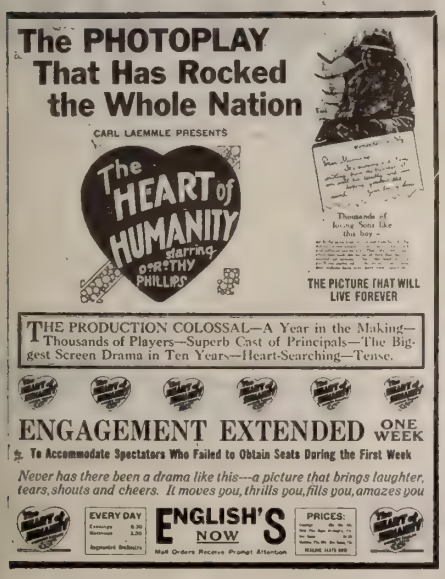
Dorothy Phillips is more than sweetly charming, she is a rare combination of sheer youth and deep emotionalism, and one of the really sincere artists of the screen.

She and her splendid supporting cast, together with the big artistic direction and production, round out the picture into a masterpiece.

Congratulations.

(Signed) FANNIE HURST.

N. B.—Miss Hurst wrote "The Petal on the Current" which Mary MacLaren is filming now.


The PHOTOPLAY That Has Rocked the Whole Nation
CARL LAEMMLE PRESENTS
The HEART of HUMANITY
starring DOROTHY PHILLIPS
THE PICTURE THAT WILL LIVE FOREVER
THE PRODUCTION COLOSSAL—A Year in the Making—Thousands of Players—Superb Cast of Principals—The Biggest Screen Drama in Ten Years—Heart-Searching—Tense.
ENGAGEMENT EXTENDED ONE WEEK
To Accommodate Spectators Who Failed to Obtain Seats During the First Week
Never has there been a drama like this—a picture that brings laughter, tears, shouts and cheers. It moves you, thrills you, fills you, amazes you
EVERY DAY
ENGLISH'S NOW
PRICES:

Full-Page, Star. Sunday, Second Week of Showing at English's.

CARL LAEMMLE Presents
The Greatest Screen Drama Ever Produced
It Has Thrilled The Heart of America
Millions Have Seen It—They Have Laughed and Wept and Cheered
THE PICTURE THAT WILL LIVE FOREVER
AN OVERPOWERING PRODUCTION REACHING EVERY HUMAN EMOTION
Thousands Have Rushed to ENGLISH'S to See This Greatest PHOTODRAMA of The Age
The GREAT HUMAN DRAMA of TO-DAY
Allan Holubar's Superproduction starring Dorothy Phillips
PRICES:
ENGLISH'S NOW
EVENINGS AND MATINEES

Full-width of Page and More Than a Half-Page Deep.

Never Too Late

May 18, 1919.

Universal Film Exchange,
San Francisco, Cal.

Gentlemen:—

This is a tardy acknowledgment of the merits of "The Heart of Humanity" played in this theatre three days, May 1, 2 and 3.

It was the opinion of everyone who witnessed this production, that it was in a class by itself. It ranks above anything ever offered in this theatre, and we have played them all.

The business done was highly satisfactory. In fact, so much better than we anticipated that it was a positive surprise. Even though the war is over, "The Heart of Humanity" has an appeal that should carry it to success wherever shown.

Exhibitors need not be afraid to "get behind it," as personally I think it a greater picture than "The Hearts of the World," and we all know what that did for the exhibitor.

From my personal standpoint, I sincerely hope Allan Holubuar will continue to make big pictures. He is the one man to do it. He ranks alone when it comes to handling big things.

Miss Dorothy Phillips, the star of the picture, has endeared herself to hundreds who never saw her before. She is the peer of all, with the possible exception of Nazimová—and greater praise could be accorded no one.

Her acting is natural; she possesses the ability to make you laugh or cry without the facial contortions so common to most emotional actresses. Her work was a revelation—even to myself—who have watched her in many pictures. Let's have more big pictures with Dorothy Phillips and directed by the master—Holubar.

Yours very truly,
(Signed) FRANK A. SALISBURY,
Manager Theatre Visalia, Visalia, Cal.

Finest He Ever Played

Universal Film Company,
1600 Broadway,
New York City.

Gentlemen:—

I wish to say that your feature, "The Heart of Humanity," is the finest I ever played in my house. I have never seen better direction or a title that was more of a drawing card, but then, Miss Phillips always draws the better class.

Yours very truly,
F. C. LARGEN,
Lyric Theatre,
Creighton, Neb.

Broke All Records

Consolidated Film and Supply Co.,
Dallas, Texas.

Dear Sir:—

"Heart of Humanity" shown today to 577 school children, adults 503, breaking all previous records. Many thanks to Mr. Williams and all concerned for this booking.

Yours truly,
(Signed) R. G. SYKES,
Crown Theatre,
Electra, Texas.

Second Triumphant Week Starts Sunday
CARL LAEMMLE Presents
The HEART of HUMANITY
DOROTHY PHILLIPS
A SUPER-PRODUCTION
THE PICTURE THAT WILL LIVE FOREVER
The Greatest Photo Drama Ever Produced.
Tomorrow Is Mothers' Day
Celebrate by Seeing this Wonderful Play of a Mother's Wondrous Love.
Flowers Presented to Every Mother Matinee and Night
The Cinema Play that Is Without a Peer
Now Playing—See It Tomorrow
ENGLISH'S
MATINEES DAILY, 2:30
NIGHT, 8:30
AUGMENTED ORCHESTRA

Full-Page Announcement of Second Week

CARL LAEMMLE offers

Dorothy PHILLIPS

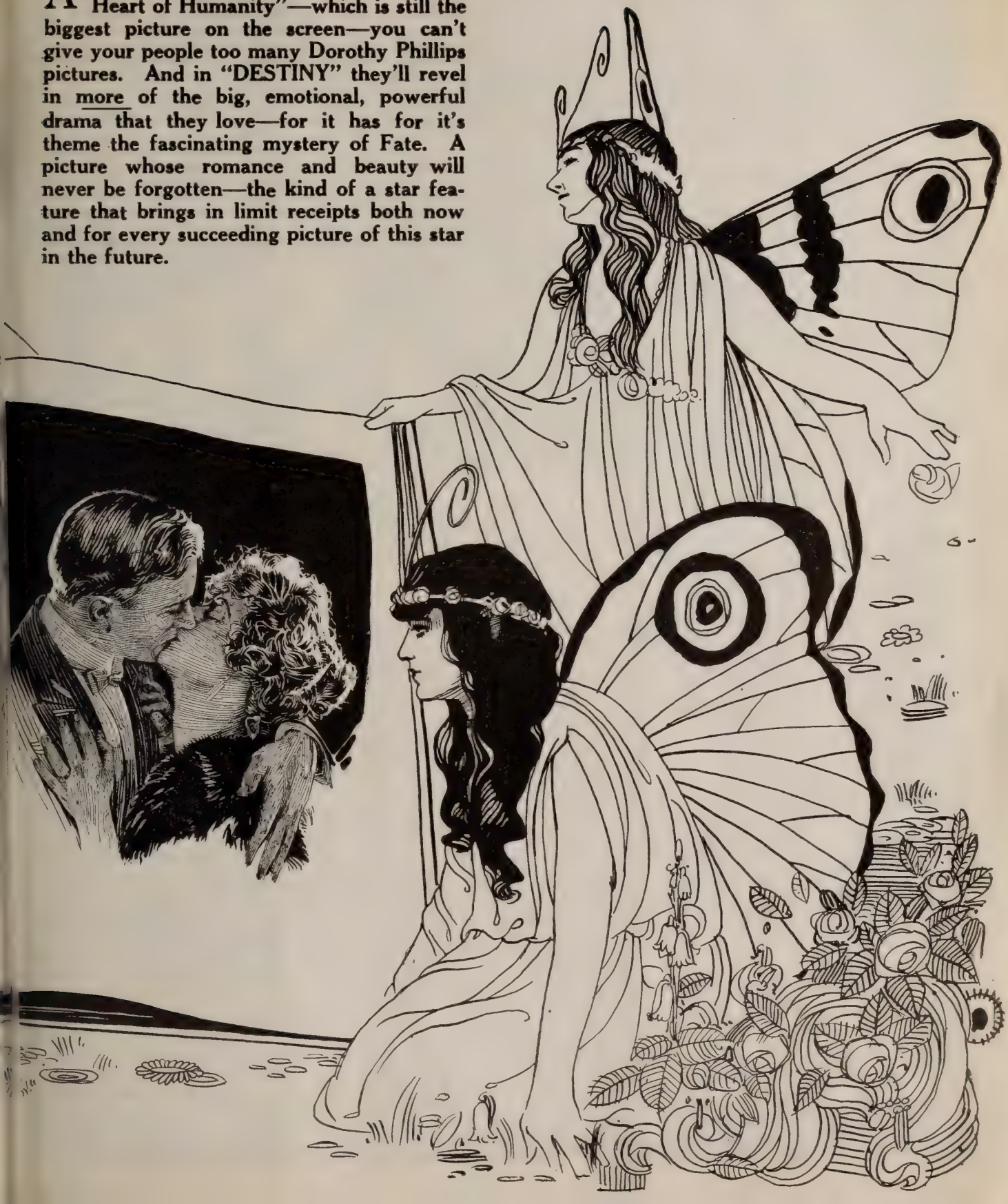
brilliant Star of
"The Heart of Humanity" in

"DESTINY"

Directed by Rollin Sturgeon and played by a great Universal-Jewel cast of talented, experienced men and women. Staged, as always, with an intelligence which makes every setting a delight to eye and mind. See it today at your nearest Universal-Jewel Exchange.

JEWEL Productions INC
1600 Broadway. New York City

AFTER that magnificent success, "The Heart of Humanity"—which is still the biggest picture on the screen—you can't give your people too many Dorothy Phillips pictures. And in "DESTINY" they'll revel in more of the big, emotional, powerful drama that they love—for it has for it's theme the fascinating mystery of Fate. A picture whose romance and beauty will never be forgotten—the kind of a star feature that brings in limit receipts both now and for every succeeding picture of this star in the future.



SYNOPSES OF "THE ROPE OF DEATH", "FORBIDDEN" AND "HALF AND HALF".

"The Rope of Death"

"RED GLOVE"—Episode No. 17.

Billie	Marie Walcamp
The Vulture	Leon De La Mothe
Vernon	Truman Van Dyke
Baggott	Andrew Waldron
Wiley	Tom Lingham
Mr. Halstead	Wadsworth Harris
Mrs. Halstead	Helen Wright
Tia Juana	Evelyn Selbie
Dan	Charles Wells
Jose	Edgar Allen

SYNOPSIS.

AS the Vulture's horse races away, dragging Billie after, an old man shoots it. Vernon, Baggott and Jim see the shooting and run forward to aid Billie. They start back toward town. The fire has restored Kate's memory. She explains how Billie's mother lost her life in the fire, and how she rescued Billie, whose little foot was burned. Breathlessly Billie asks Kate if she could swear to her "Yes, a small scar on the right ankle." Billie discloses such a mark. Billie asks Kate if she could swear to her identity, and Kate says "yes."

Wiley starts developments on the Pool of Lost Souls. One of his workmen brings him a wire saying that the Halsteads are on their way to the Pool, and want Wiley to meet them in Limasito.

Billie, Jim, Baggot and Vernon are on their way back to Limasito. The Vulture has reorganized his band in a cave in the woods. The sentinel on guard gives warning that Billie and her men are crossing the plains toward Limasito. The Vulture and his men circle down the hills to surround Billie's party. Billie sees the Vultures coming. There is a running fight. They seek refuge in a large pit near the edge of a cliff. The Vultures ride in and surround the pit.

Dan has gone on to Limasito. As Tia Juana bends over her cauldron, she gets a vision of Billie and her men fighting. She and Jose start for Limasito.

The Vulture is busy making a bomb out of an old tin can. Billie slips out of the pit. She climbs a tree and makes her way out along the limb over the valley where the horses are bunched together. But as she swings down to the horses, the Vultures see her and give chase. Billie is captured. The Vultures lash her to the wagon wheel and go back to report to their chief.

The horses take fright and dash away. Meanwhile, Vernon has found a way down through a tunnel out of the pit, and as the Vulture throws his bomb all the men in the pit are safely in the tunnel, working their way out toward the face of the cliff.

The posse has started out to the rescue. Dan, Tia Juana and Jose leave in the car for the Pool. One of the Vultures remembers the tunnel, so the Vulture sends him down on a rope as Jim appears at the opening.

The hub works off the wagon wheel and the wheel dashes over a cliff, with Billie still lashed to the spokes.

MILDRED HARRIS in

"Forbidden"

Jewel Production.

Story by E. V. Durling.
Scenario by Lois Weber.
Produced by
Lois Weber and Phillips Smalley.

CAST.

Maddie Irwin	Mildred Harris
Fred Worthington	Henry Woodward
Ben Withers	Fred Goodwin

THE STORY.

FRED WORTHINGTON, wealthy and socially prominent, tires of "society" and goes to the country to find a new relish for his jaded appetite. He meets "Maddie" Irwin, a girl who has grown tired of the small community and longs for the frivolities of the "Great White Way" and the social life that Frederick has left.

These two persons of opposite temperaments are married. Fred provides a magnificent estate for his wife but she is not satisfied. She still longs for the city. Fred determines to let her see so much of the life of the Metropolis that she will tire of it. He takes her to New York. They make the rounds of the cabarets and theatres and "Maddie" is happy.

Fred determines to go still further, and let her journey into Bohemia. He hires a gang of crooks to provide "realism." This fails to "cure" her, however. In fact, it led her to keep an appointment with the leader of the gang. Fred learns about it after she has left home. He goes to Chinatown and finds her in one of the most notorious places in the district. He rescues her, but only after a terrific gun fight. The incident cures her, however, and she goes back to the country with her husband, satisfied with his love and her beautiful home.

RIDDLE Rhymes

Sally, Tony;
Matrimony.
Tony's "phony"—
"A-I-L-M-O-N-Y." ?

(*From New Screen Magazine*)

"Half and Half"

Lyons-Moran Star Comedy.

CAST.

Eddie Mason	Eddie Lyons
Lee Dixon	Lee Moran
Mrs. Mason	Mildred Moore
Mrs. Dixon	Grace Marvin

EDDIE AND LEE, both in the same office, sharing the same house and inseparable pals, start for home, flower-laden, to spend a quiet little evening with their wives.

The boys find the wives battling in the kitchen, and they take up the wives' quarrel.

They finally decide to divide the house. A line is drawn down the center of the living-room and kitchen, each keeping to his respective side. The exchange of different articles brings up more and more complications until dinner is served and then the table with a line down the center shows each family with their half of the dinner. Eddie cuts his steak; it is tough; it slides from his plate onto Lee's plate and, once over the line, it is a case of possession is nine-tenths.

When dinner is over, they read the paper, tearing it in half. Eddie claims half the piano. They draw the piano over the line one-half on each side. Eddie likes jazz, and Lee eats up classical. The wives join in. The music is awful. Lee's bedroom is now on Eddie's side. Eddie locks the door, tosses the key to Lee, then Eddie goes to his bed, which happens to be a sliding bed built in the wall. When the bed is drawn out half of it protrudes over on Lee's side. Lee saws the bed in half.

The wives, who have gone to the kitchen to undress, discover that the other has a new negligee. Womanlike, they forget their quarrel and become interested. They enter the living-room, to find their husbands still quarreling. They decide there is nothing to quarrel about, anyway.

RECKLESS-FEARLESS

MARIE WALCAMP

IN THE

ROMANTIC MYSTERY SERIAL

"The RED GLOVE"

FROM THE AMAZING STORY "The FIFTH ACE" by DOUGLAS GRANT

The cautious muffled tread

of feet could be faintly heard. Could it be possible that someone had entered the house? Yes—the sound was unmistakable—someone was there, walking cautiously. Breathlessly she listened. Now she strained her ears to catch every sound. Who were they—what could they be doing there? Suddenly she heard the register in the floor being opened. With the swiftness of a cat she crawled bodily into the furnace. She now heard the sound of subdued voices. With heart beating wildly she listened.

This is but one of scores of

gripping situations in the serial photoplay supreme, "THE RED GLOVE," based on Douglas Grant's fascinating story, "The Fifth Ace," read and enjoyed by millions. Here's the serial that carries you North —South—East—West; that is as fascinating as any continued story you ever read; that brings you the maximum of screen entertainment. Wild adventure—charming love story-

It's the serial wonderful

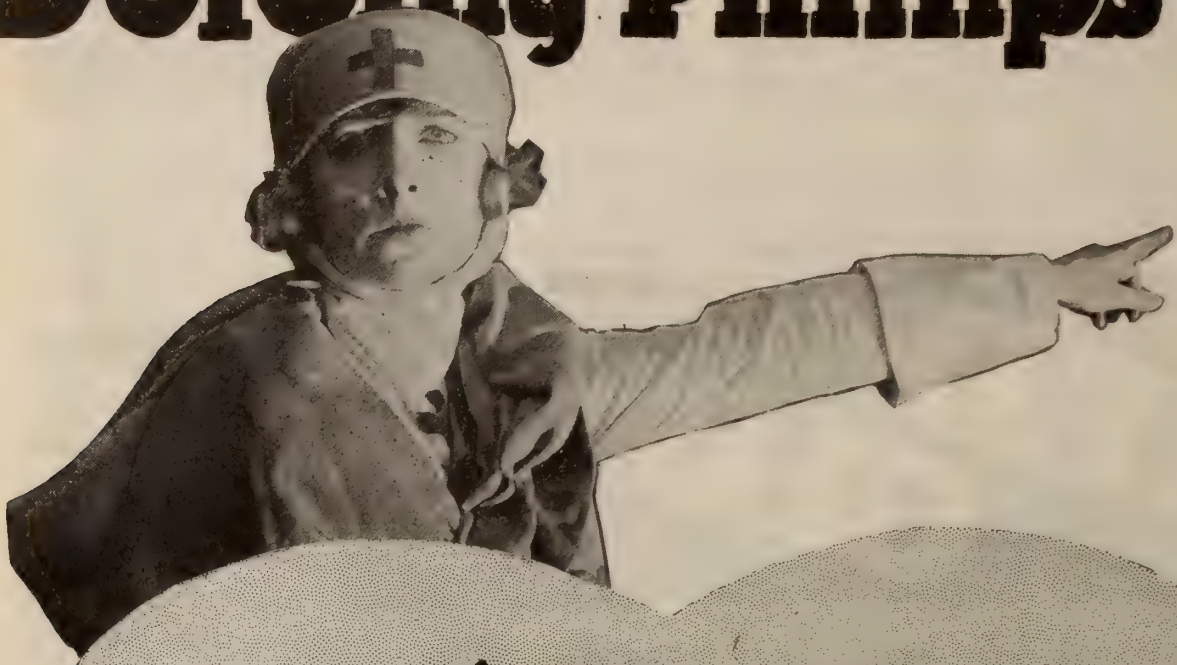
playing capacity in hundreds of theatres

GO SEE THE ENTIRE SERIAL
AT YOUR NEAREST
UNIVERSAL EXCHANGE

INVESTIGATE
the money-making
facts on this Serial

You'll Book It
If You Do

Dorothy Phillips says



Carl Laemmle
offers

"The HEART of HUMANITY"

ALLEN HOLUBAR'S SUPERPRODUCTION
THE PICTURE THAT WILL
LIVE FOREVER

"The Heart of Humanity' will net even the smallest exhibitor exactly as much per seat as the biggest theatre in the biggest city in the land"

HERE'S THE PROOF

Writing from the small town of Ardmore, So. Dakota, G. C. Caylor, Manager of the Opera House, says:

"We played this feature ("The Heart of Humanity") in our small town and made money, and there is no reason why every person within reach of a motion picture machine should not have an opportunity to see it. Exhibitors in towns of not more than 300 population can show this picture and get away with it through proper advertising. They can charge a dollar or even considerably more and send their patrons home entirely satisfied.

"'The Heart of Humanity' is truly a monumental production, and one, which once seen, fires so deeply the great human emotions of love and patriotism that it can never be forgotten. I congratulate you on being able to give exhibitors such a magnificent film creation." G. C. CAYLOR,
Ardmore, South Dakota. Manager.

JEWEL Productions INC
1600 Broadway New York City

SYNOPSES OF INTERNATIONAL NEWS, No. 25, "THE PHANTOM RESCUE" AND HEARST NEWS, No. 25

International News,

No. 25.

High Seas Dashing Cruiser Milwaukee to Pieces on Beach.—Eureka, California.

America Trains Her Sturdy Youth for Army of the Future.—Manlius, N. Y.

Sub-Titles. — Brigadier General Schindel, U. S. A., inspects the cadets of St. John's Military Academy. Brigadier General Bayard Schindel. General William Verdeck, commander of the school. Well-trained cadets of St. John's Military Academy, designated by the War Department as an honor school.

In the Public Eye.—Cardinal Mercier, the heroic Belgium prelate who will soon visit America.

Sub-Title—William P. Larkin, overseas director of the Knights of Columbus, sails from France.

Pershing Stadium is Nearly Ready for Inter-Allied Games. — Paris, France.

Wielding the Machete.—Porto Rican sugar-cane crop is still harvested by primitive means.—*San Juan, Porto Rico.*

Sub-Title.—At the crushing mill more modern methods are in vogue.

The Boys Who Drove Villa From Juarez.—How the Seventh Cavalry, once Custer's old troops, looks in action.

Sub-Title.—Colonel S. R. H. Tompkins, who commanded the cavalry brigade in the dash across the Rio Grande. The border patrol. United States troops on duty at the International Bridge at El Paso, Texas.

All Industry Halted by Canadian Strike.—Workers march in protest against economic conditions.—*Winnipeg, Canada.*

The Battle of Peace.—Attack of the "food artillery" is opened by a French 75 gun.—*Denver, Colo.*

Sub-Title.—Caterpillar tractors are now lashed to the wheels of industry rather than the chariot of Mars.

Above the Clouds in First Flight Over the Holy City.—Jerusalem.

Sub-Title.—A peep through the clouds at the churches, temples and mosques of the Eternal City.

ELMO LINCOLN in

"The Phantom Rescue"

Episode 5.
"ELMO THE MIGHTY."

CAST.

Capt. Elmo Armstrong	Elmo Lincoln
Lucile Gray	Grace Cunard
Rawden	Ivor McFadden
Steve Blighton	Frederic Starr
Granville Sear	Rex DeRoselli
Mrs. Armstrong	Virginia Craft
Wong	Chai Hong
Richard Gray	W. A. Orlamond
Gray's Cook	Madge Hunt
The Mystery Man	James Cole

ENTER the menace of Mad Mountain. With the butt of his revolver he gave Rawden a knock-out blow. Then taking the slack end of the cable he fastened it to his motor-cycle and in this manner he brought the car to the top, whence Lucile was rescued by Armstrong, who had recovered. As they walked free, he went back for Rawden and attached the cable to him and dragged him a few hundred feet down the mountain side for good measure.

That night, after explaining to Blighton how it came about that Lucile and Armstrong had escaped, Rawden told the men who were guarding Lucile's house to run and buy themselves a drink while he stood their watch. They were scarcely out of sight when he entered the front door, locked it and prepared to put himself in a glorious state of intoxication. Fortunately, Lucile saw him and telephoned to Armstrong, who was just showing his mother a letter from the government, discharging him from his position of Forest Ranger. The charge was dereliction of duty. Seizing his hat and coat, Armstrong ran all the way to Lucile's house and reached there just in time to thwart Rawden, who had broken down the door to Lucile's room. After another terrible fight with Rawden, Lucile and Armstrong escaped down the back way just as Blighton and his men came in the front door. Taking Blighton's car, Armstrong endeavored to make his escape, but the former watchman saw him going around the corner and all of the gang piled into their car and with revolvers blazing started in pursuit.

Hearst News,

No. 25.

Army of the Living Pay Homage to the Army of the Dead.—Surrennes, France.

Sub-Titles.—President Wilson arrives at the cemetery where rest America's heroic sons. "These men, though buried on a foreign soil, are not buried on an alien soil."—President Wilson. "These men of America gave the greatest of all gifts—the gift of life."—President Wilson. "They have sealed with their blood on our soil that magnificent fraternity which unites our two countries."—Marshall Foch. At Romagne Cemetery in the Argonne, General Pershing pays tribute to the twenty thousand heroes who lie there. "Even in our sorrow we are proud that they so nobly died."—General Pershing. "And now, dear, fallen comrades, farewell! Here, in the quiet hush of peace, we leave you forever in God's keeping."—General Pershing.

Record Broken by De Palma Winning First Auto Classic.—Sheepshead Bay, New York.

Sub-Title.—Ralph De Palma and the car in which he won the fifty-mile feature in 26 minutes, 57.3 seconds.

Yankee Division War Flags Given to State.—Governor Coolidge and officers of the 26th Division review standard bearers.—*Boston, Mass.*

"Rah! Rah! Rah!"—"Old grads" mingle with "Sophs" and "Freshies" at Princeton class day.—*Princeton, N. J.*

Sub-Title.—

"We'll banish care and sadness,
As we turn our mem'ries back,
And recall those days of gladness
'Neath the Orange and the Black."
—Princeton song.

Over the Hurdles.—(Omitted from San Francisco and Los Angeles.)—Society folk attend united meet.—*Belmont Park, N. Y.*

Huge Oil-Well Blaze Lights Up Countryside (Omitted from San Francisco and Los Angeles).—Roaring flames are seen for miles at night.—*Taft, Cal.*

Protest to Congress Against Ban on Beer.—Samuel Gompers heads thousands in descent upon the Capitol.—*Washington, D. C.*

Sub-Title.—Carrying parasols, the woman delegation from California move to the attack.

Pershing Presents Prizes to Winners of Athletic Meet.—Paris, France.

"Indoor Sports" Cartoon by "Tad."
—"Trying to Palm Off a Broken-Down Mutt."

RIDDLE Rhymes

Fatty Vance
Did a dance;
Lost balance;
Tore his pants!
(Deleted by censor) ?
"A-M-B-U-L-A-N-C-E!"

(*From New Screen Magazine*)

You

can insure Your whole Season's PROFITS IF YOU ACT QUICK!

If you ACT TODAY and pick your list of BLUEBIRDS from the back page of this four-page special advertisement and wire that list to your nearest Bluebird Exchange you can insure your whole season's success and profits. Take a look at the list now. Notice the gallery of Stars that you will get, many of whom have appeared in tremendous productions since this special Bluebird deal was arranged, and whose vastly greater drawing power now guarantees you absolute success.

Your Biggest Horseshoe in Years

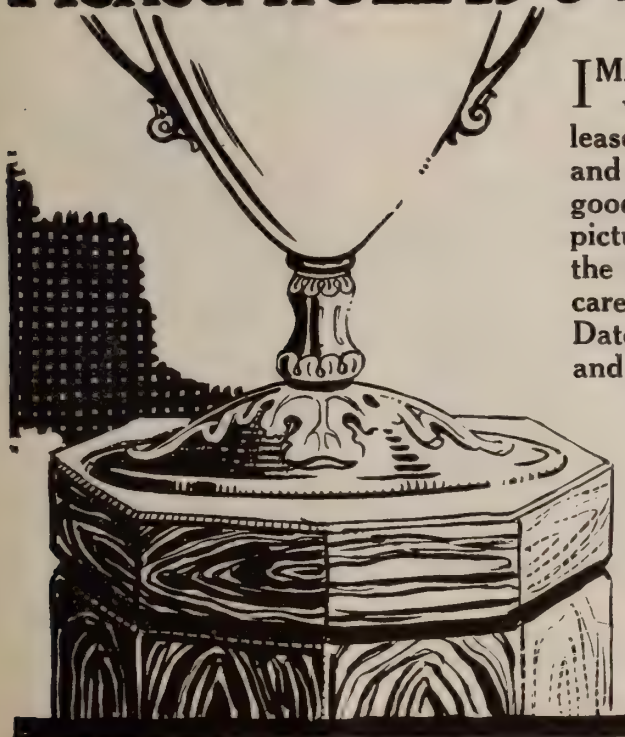
IT doesn't make the slightest difference what offers you've ever had for group bookings on fine productions, none of them begin to compare with this special Bluebird deal.

It's like picking pay-dirt right off the surface. Every element of chance removed. Everything that goes to make a whale of a success incorporated.

AND REMEMBER—"The larger the number of pictures you book, the lower the cost to you per picture;" exactly on the same policy of the larger amount of goods you buy, the lower the cost to you.

67 Proven Winners

Picked from 150 Bluebird Pictures



IMAGINE that please!!! 67 positive and absolute winners, picked from over 150 Bluebird releases. Every picture not up to standard taken out and none but those pictures that have already made good included. And if you've never shown these pictures in your house, every one is as good as the latest releases right today, for your patrons care nothing about WHEN a picture is released. Dates mean nothing. Entertainment is what counts, and with this impressive list of 67 wonderful pictures you can buy them at a price and show them to crowds that will knock your competition into a cocked hat. AND YOU MAKE A YOUNG CLEAN UP ON EVERY PICTURE when you figure the booking costs. Now turn the list on the next page, make your list up and then WIRE your nearest Bluebird Exchange.

Here's the List of

BLUEBIRD

Productions ready to start you on your season's biggest successes

Dorothy Phillips in
"THE GRAND PASSION"
"BROADWAY LOVE"

Priscilla Dean in
"SHE HIRED A HUSBAND"
"THE BRAZEN BEAUTY"
"WHICH WOMAN?"

Carmel Myers in
"THE LITTLE WHITE SAVAGE"
"WHO WILL MARRY ME?"
"ALL NIGHT"
"A SOCIETY SENSATION"
"THE DREAM LADY"
"THE CITY OF TEARS"
"BROADWAY SCANDAL"
"THE MARRIAGE LIE"
"THE WINE GIRL
"THE GIRL IN THE DARK"
"THE WIFE HE BOUGHT"
"MY UNMARRIED WIFE"
"THE LASH OF POWER"

Juanita Hansen in
"THE SEA FLOWER"

Marie Walcamp in
"TONGUES OF FLAME"

Frank Keenan in
"THE LONG CHANCE"

Herbert Rawlinson in
"BRACE UP"
"THE MAN TRAP"
"FLIRTING WITH DEATH"

Lois Weber in
"SCANDAL MONGERS"

Zoe Rae in
"DANGER WITHIN"

Louise Lovely in
"A RICH MAN'S DARLING"

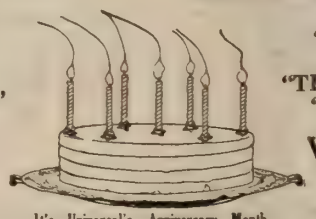
Mae Murray in
"FACE VALUE"
"PRINCESS VIRTUE"

Fritzi Brunette in
"THE SEALED ENVELOPE"
"THE VELVET HAND"

Franklyn Farnum in
"THE EMPTY CAB"
"FAST COMPANY"
"THE FIGHTING GRIN"
"$5,000 REWARD"
"THE SCARLET CAR"
"THE WINGED MYSTERY"
"ANYTHING ONCE"
"A STORMY KNIGHT"

Ella Hall in
"A MOTHER'S SECRET"
"MY LITTLE BOY"
"THE SPOTTED LILY"

Francis Ford in
"THE CRAVING"



Rupert Julian in
"MYSTERIOUS MR. TILLER"
"MOTHER O' MINE"

Edith Roberts in
"A TASTE OF LIFE"
"SET FREE"
"LOVE SWINDLE"
"THE DECIDING KISS"

Monroe Salisbury in
"THE MILLIONAIRE PIRATE"
"HUGON THE MIGHTY"
"THAT DEVIL BATEESE"
"THE EAGLE"
"WINNER TAKES ALL"
"THE SAVAGE"
"THE DESIRE OF THE MOTH"
"THE GUILT OF SILENCE"
"THE RED, RED HEART"
"HUNGRY EYES"
"HANDS DOWN"

Ruth Clifford in
"THE GAME'S UP"
"THE CABARET GIRL"
"FIRES OF YOUTH"
"THE LURE OF LUXURY"
"MIDNIGHT MADNESS"

Violet Mersereau in
"TOGETHER"
"MORGAN'S RAIDERS"

Select Your List of Attractions and Wire Your Nearest BLUEBIRD EXCHANGE

BLUEBIRD Photoplays, Inc.
1600 Broadway, New York

NOW

ENTERTAINING

MILLIONS

Ruperf
Julian in
"The FIRE FLINGERS"
The Picture that made the Nation
lose it's sleep. From Wm. J. Neidig's
great Saturday Evening Post
story - read by millions ....

IT'S A UNIVERSAL SPECIAL ATTRACTION

in

"PRETTY SMOOTH"

An Artistic Triumph and
A Universal Special Attraction

The MOVING PICTURE WEEKLY

VOL 8 NO 22.
JULY 19th 1919.

HEDDA NOVA IN "The SPITFIRE of SEVILLE"

RUPERT JULIAN
in
"The FIRE FLINGERS"
WE'LL SAY SO!
Says BOB REEL, the famous critic of the Chicago Evening American:
"With Rupert Julian, the actor as his star, Rupert Julian, the director, has made the greatest Universal picture of the year."
Says Mae Tinee, of the Chicago Tribune:
"When properly handled, clever stories make clever pictures, and that's what happened this time."
IT'S A UNIVERSAL SPECIAL ATTRACTION

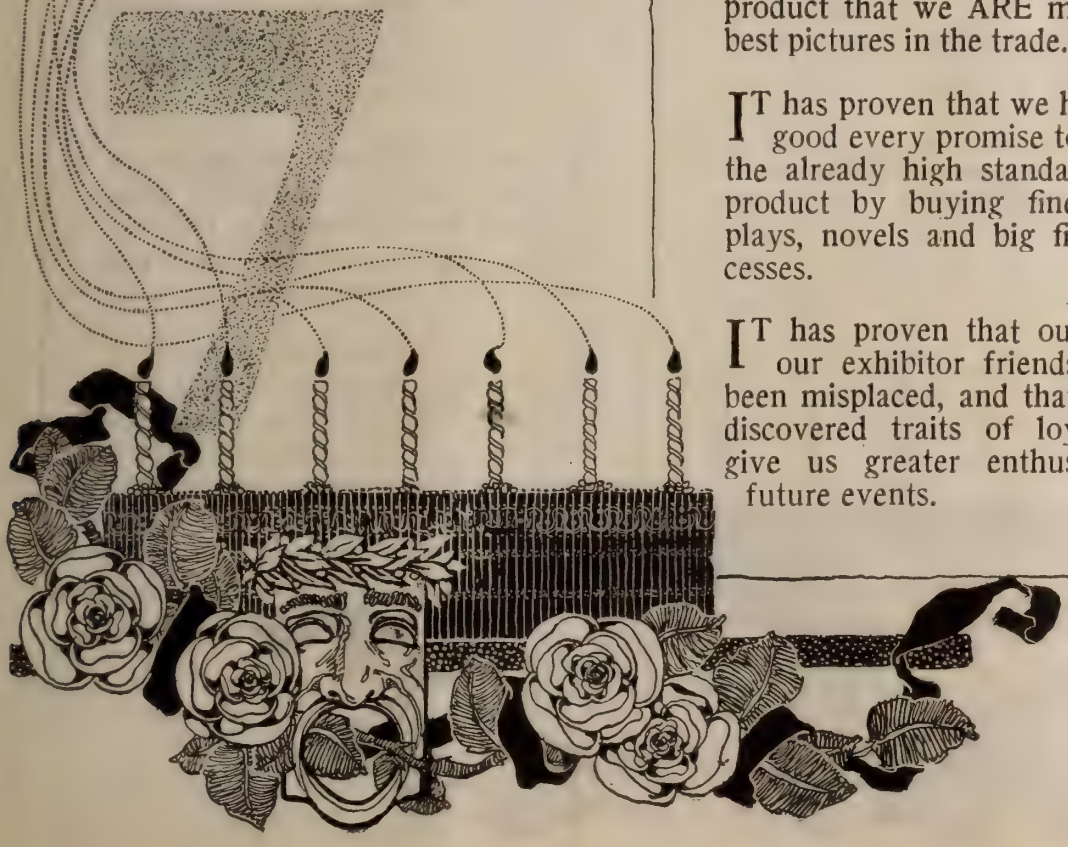
It's Universal's Anniversary Month

OUR Seventh Anniversary is rapidly drawing to a close. It has been a truly splendid event and has proven many things.

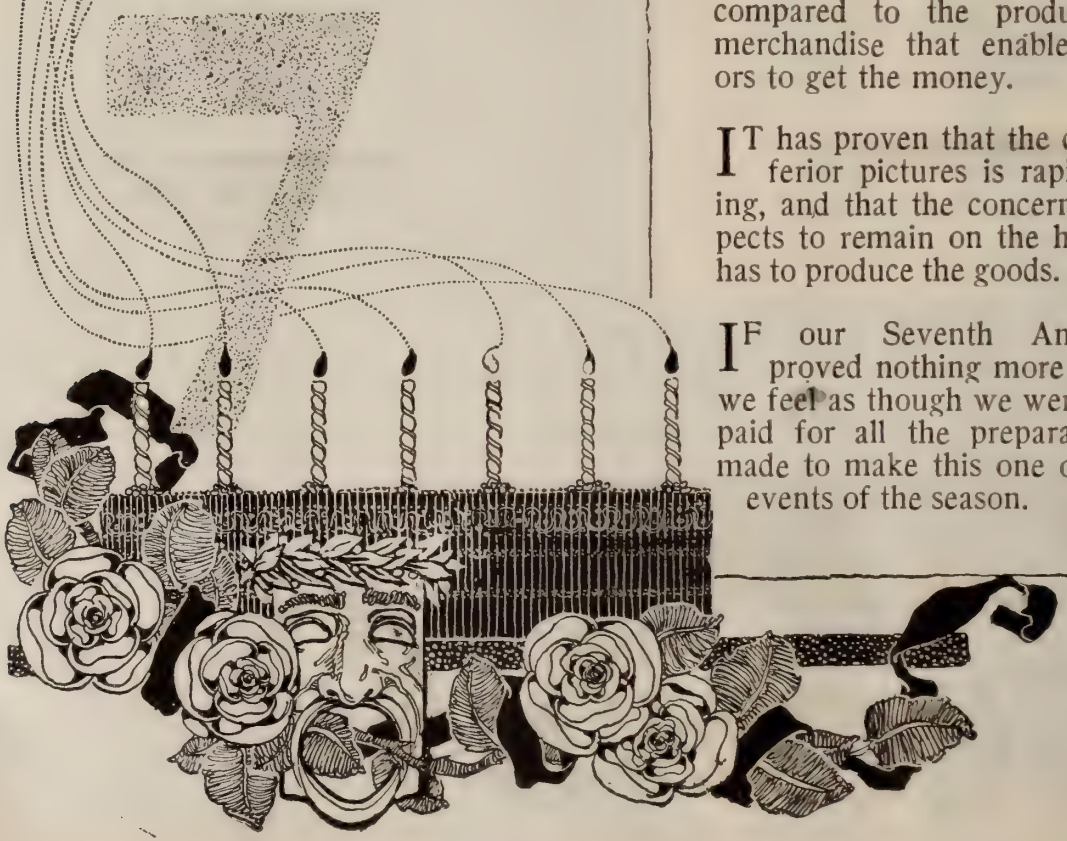
IT has proven to exhibitors who are taking our Anniversary tip and running more Universal Special Attractions, Jewels and other product that we ARE making the best pictures in the trade.

IT has proven that we have made good every promise to improve the already high standard of our product by buying finer stories, plays, novels and big fiction successes.

IT has proven that our faith in our exhibitor friends has not been misplaced, and that we have discovered traits of loyalty that give us greater enthusiasm for future events.



It's Universal's Anniversary Month



OUR Seventh Anniversary has proven that the way to the exhibitor's heart is by making and marketing better pictures than our competitors.

IT has proven that plans, policies, and schemes are mere makeshifts that count for naught when compared to the production of merchandise that enables exhibitors to get the money.

IT has proven that the day of inferior pictures is rapidly passing, and that the concern that expects to remain on the high wave has to produce the goods.

IF our Seventh Anniversary proved nothing more than this we feel as though we were well repaid for all the preparations we made to make this one of the big events of the season.

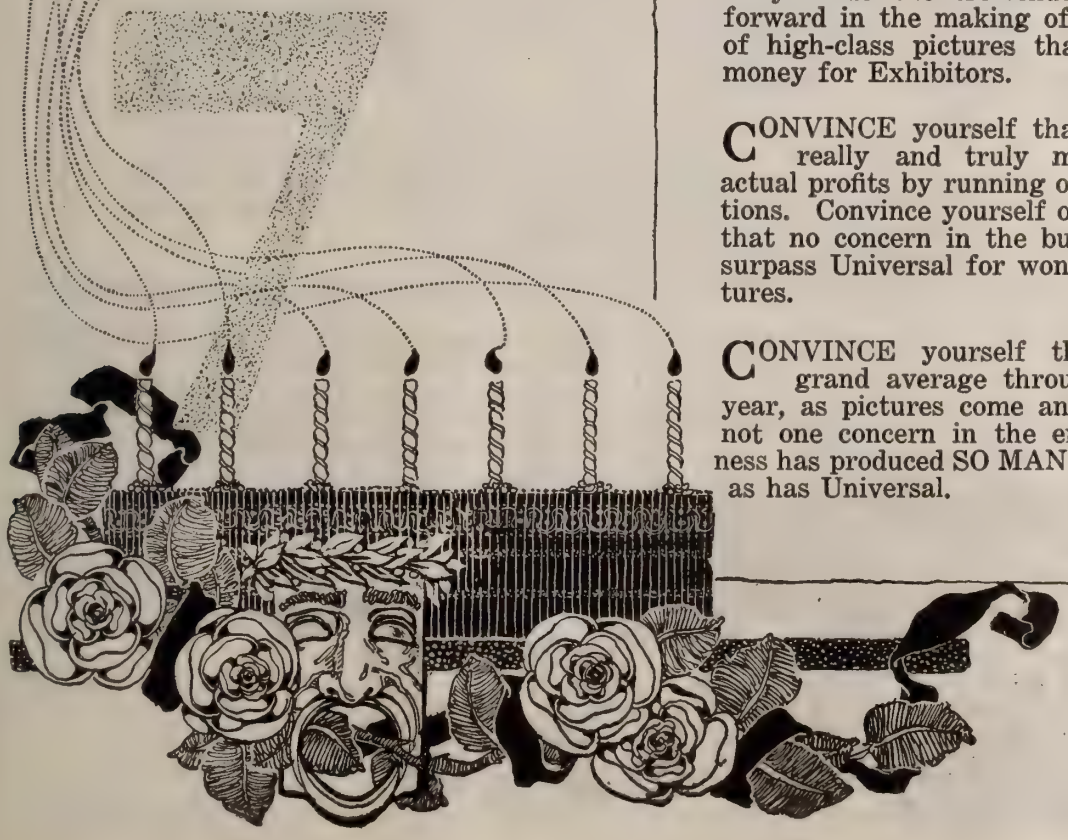
It's Universal's Anniversary Month

WE have still a few days to go before this Anniversary closes. These few days still enable you to run some Special Attractions, Jewels and our other products. Make the most of these remaining days.

CONVINCE yourself for all time that the Universal has really and truly made the tremendous strides forward in the making of that type of high-class pictures that get the money for Exhibitors.

CONVINCE yourself that you can really and truly make more actual profits by running our productions. Convince yourself once for all that no concern in the business can surpass Universal for wonderful pictures.

CONVINCE yourself that for a grand average throughout the year, as pictures come and go, that not one concern in the entire business has produced SO MANY winners as has Universal.



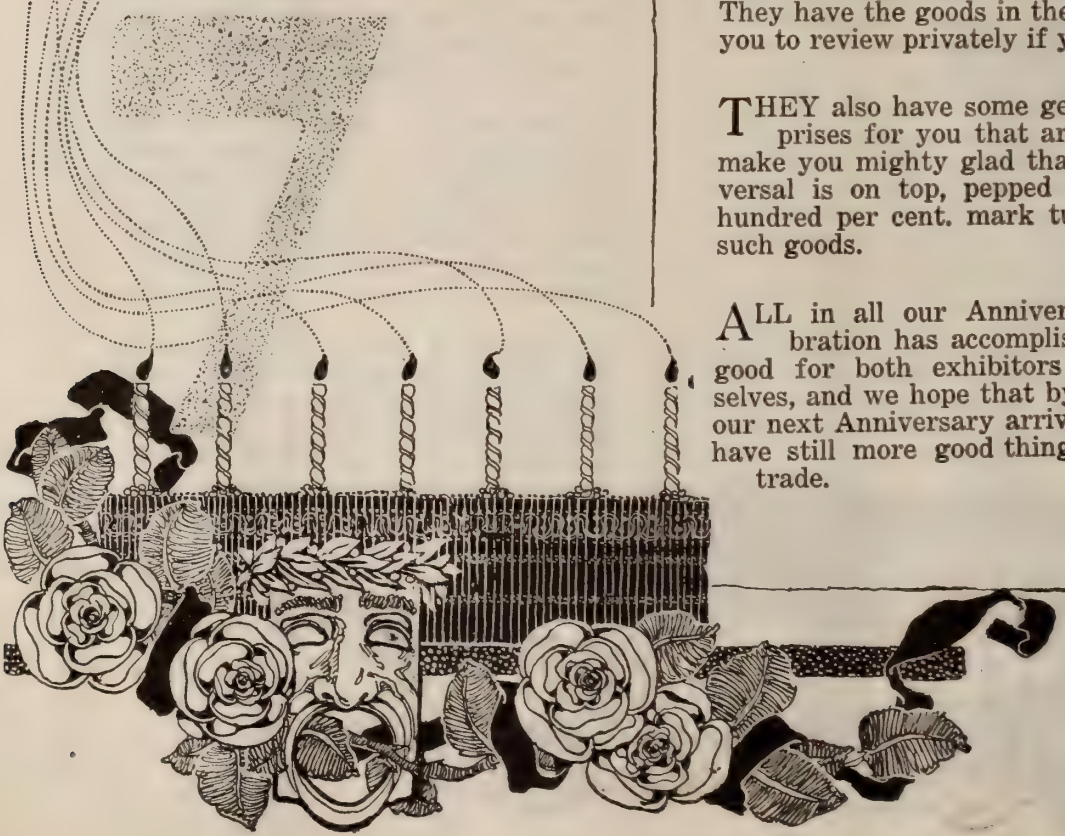
It's Universal's Anniversary Month

IF our Seventh Anniversary does no more than convince you of what we say here, we will have good cause to feel that it has accomplished a great deal.

OUR many Exchange Managers are eager and anxious to serve you with the best goods on the market. They have the goods in the house for you to review privately if you wish.

THEY also have some genuine surprises for you that are going to make you mighty glad that the Universal is on top, pepped up to the hundred per cent. mark turning out such goods.

ALL in all our Anniversary celebration has accomplished great good for both exhibitors and ourselves, and we hope that by the time our next Anniversary arrives we will have still more good things for the trade.



Have you placed your booking for the Big new

JAMES J. CORBETT

SERIAL "THE MID-NIGHT MAN"

with your nearest UNIVERSAL EXCHANGE?

DON'T DELAY IT----DO IT NOW!!

DON'T LET YOUR COMPETITOR BEAT YOU TO IT

Pictures and Soap

No. 245 Straight from the Shoulder Talk By Carl Laemmle, President, Universal Film Manufacturing Company.

I never knew of a time in the history of the picture industry when the air was so full of schemes intended to induce the exhibitor to book this or that brand of pictures.

Practically every form of inducement is offered, except the pictures themselves. They seem to be the last consideration.

It reminds me of the old scheme of buying a certain kind of soap just to get the wrappers; and after you'd saved about half a million wrappers you would exchange them for a baby rattle tied with blue ribbon or something of that sort. It

didn't seem to make any difference how good or how rotten the soap was, the cry was "Save the wrappers".

Then along came a company that made a good soap. So good that it did not have to put a premium on it. And instead of crying "Save the wrappers", it advertised "SAVE THE CLOTHES" and it thus showed to the women of the nation the folly of paying for one thing to get another.

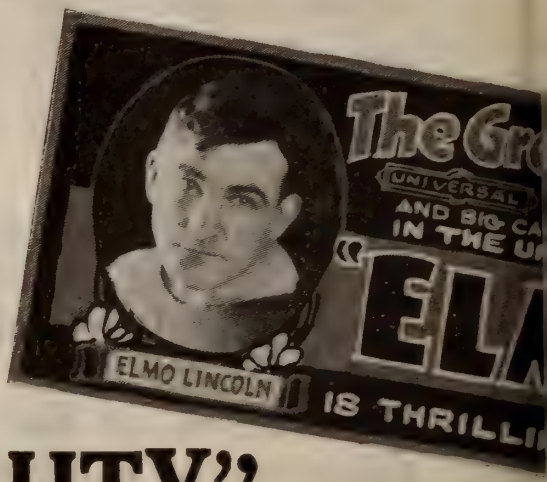
You're in the picture exhibition business. Your whole job is to buy pictures that will make a hit with your patrons. You ought to pay for that sort of pictures, BUT NOT FOR ANYTHING ELSE.

If the Universal (which has shown a greater improvement in quality than any other concern) is making the class of pictures you want, book them and pay for them. Don't let someone induce you to book something else because he offers to do your advertising free of charge, or because he promises to wrap your film up with pink ribbons.

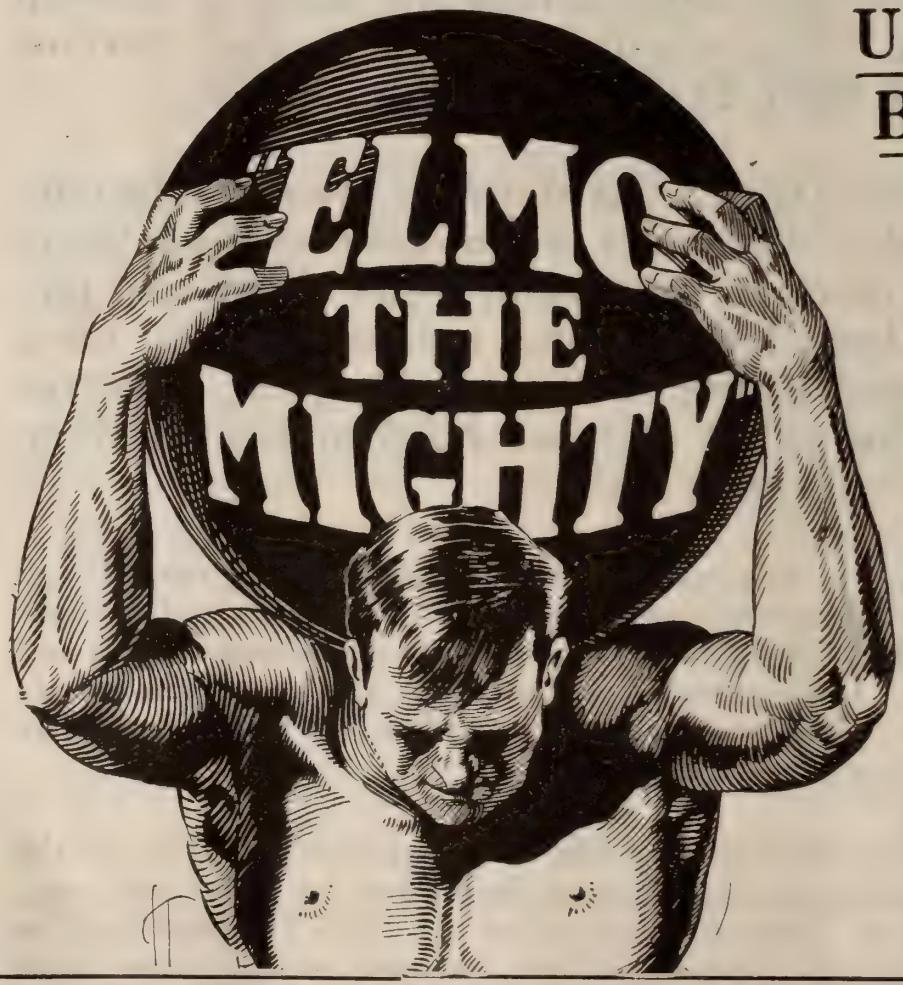
The Universal has no schemes for sale. It has nothing for sale but pictures, the best it knows how to make. All the time and thought that we might devote to cooking up schemes we expend upon our pictures instead. If our pictures are not what you want, you simply won't use them. That's all. And we won't try to lure you on with soap wrappers.

If you're buying soap, buy soap for the soap's sake. Forget the wrappers. If you're buying pictures, buy them for their own sake. Don't buy frills or schemes or wrappers or "free" advertising or "free" anything else. Nobody in this business or any other business is giving you anything "free" unless you pay for it.

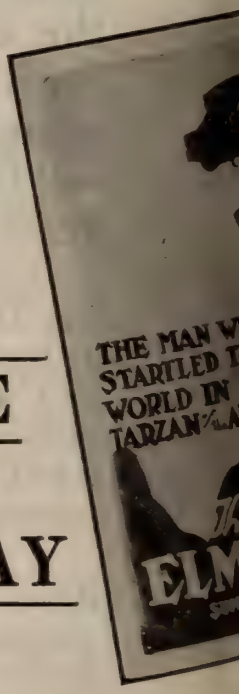
Now Being Booked by the Biggest Theatres



"ELMO THE MIGHTY"

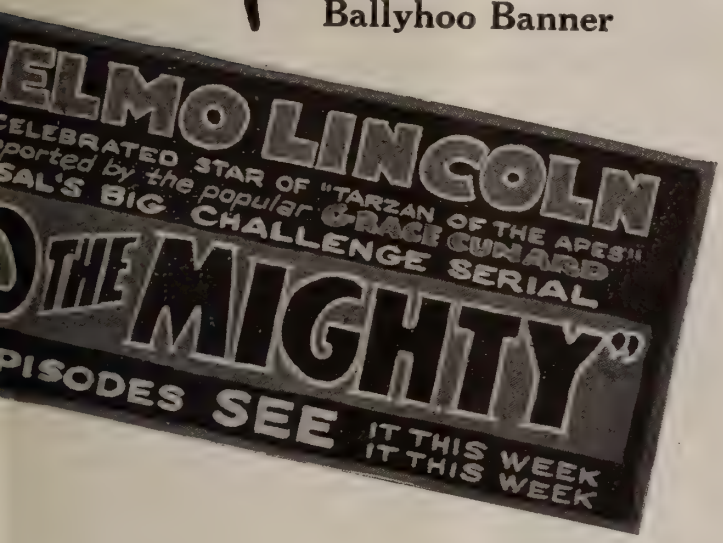


UNIVERSAL'S Big Challenge Serial



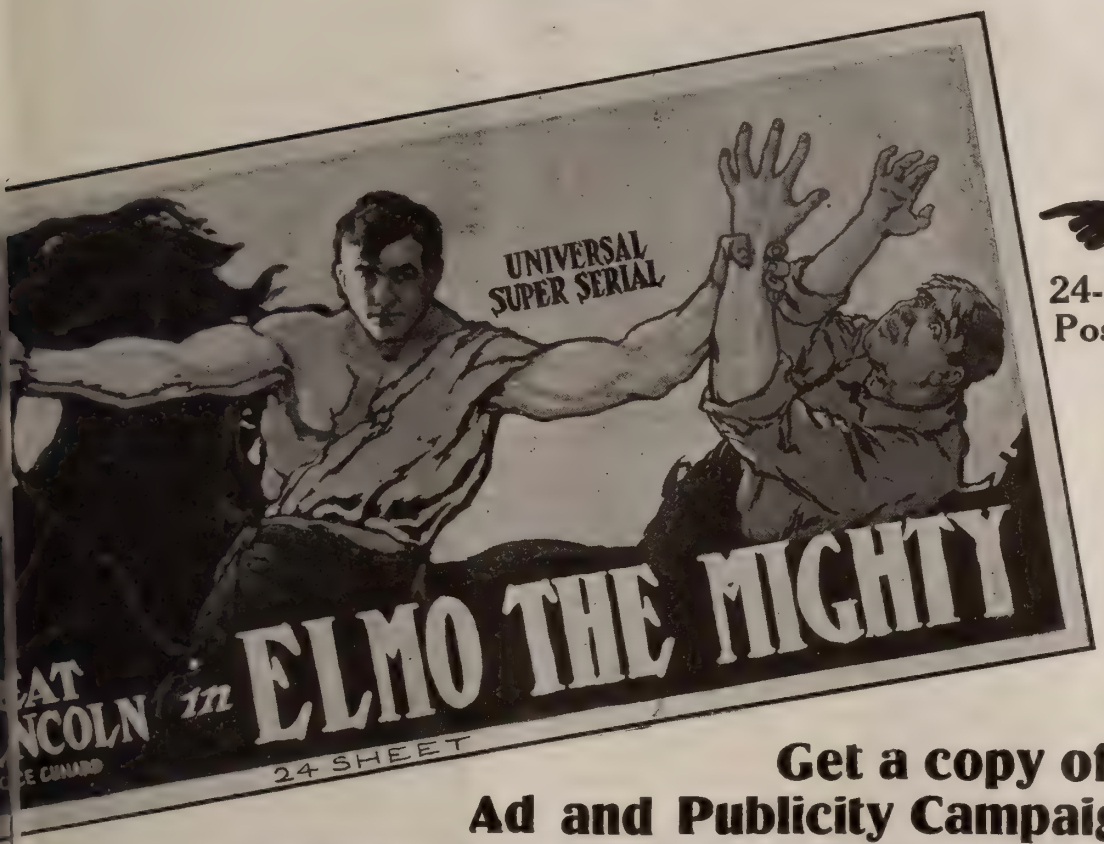
GO SEE IT TODAY

Special 10'x3'
Ballyhoo Banner


ELMO LINCOLN
CELEBRATED STAR OF "TARZAN OF THE APES"
supported by the popular GRACE CUNARD
SAL'S BIG CHALLENGE SERIAL
THE MIGHTY"
PISODES SEE IT THIS WEEK
IT THIS WEEK

"ELMO, THE MIGHTY," is being booked by the biggest circuits and theatres in the entire country. It's going over Big. It's bringing home the coin. It's a money-maker and a house-packer. It's packed with thrills.

It's what the public wants. It's what the children love. It's what the Exhibitor has been asking for. It's a success from the first flicker on the screen to the last. It's got the mighty ELMO LINCOLN of "Tarzan of the Apes" fame. It's got Grace Cunard the favorite of millions. What more do you want. See it at your nearest Universal Exchange. That will tell the story.



24-Sheet
Poster

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THE MOVING PICTURE WEEKLY

A MAGAZINE FOR MOTION PICTURE EXHIBITORS

Published Weekly by the MOVING PICTURE WEEKLY PUB. CO.
1600 BROADWAY, NEW YORK CITY

PAUL GULICK, *Editor* JOE BRANDT, *Bus. Mgr*

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VOL. 8. JULY 19, 1919. NO. 22

AT LAST A FANNY HURST STORY

Crucial scene from Fanny Hurst's most interesting story, "A Petal on the Current." Showing Mary MacLaren, the star, and Fritzie Ridgeway as the shop-girl.

ONE of the most popular writers of the younger generation is Fanny Hurst. The Cosmopolitan, The Saturday Evening Post and a host of publishers are eager for her stories, and it is a marvel that none of them has appeared on the screen. It remains for Carl Laemmle, who takes a great deal of pleasure in so doing, to introduce Miss Hurst to a new circulation —the millions who eagerly watch for Universal films. "A Petal on the Current" was the story chosen, and it appeared last year in The Cosmopolitan. Mary MacLaren was selected as the star and to Tod Browning was entrusted the very important business of directing the production.

Only the chosen few who sit on the first showings of Universal pictures have had a chance to get a peek at "A Petal on the Current" as yet, but reports from this star chamber tribunal are to the effect that "A Petal" has it all over "The Weaker Vessel" and that's saying about all that is wise to say. The cast includes Robert Anderson, who made such a hit in "The Heart of Humanity;" Fritzie Ridgeway, who has a wonderful role as the shoe salesgirl and David Butler, who played with Miss MacLaren in "The Unpainted Woman;" Beatrice Burnham, Victor Potel and a number of lesser celebrities.

The outstanding feature of Fannie Hurst's writing is its humanness. She strips the veneer off everything, and gives you the heart of the matter. There is no finer example of this quality to be found than in "A Petal on the Current." The story deals with a beautiful girl who is so bashful that her mother and her friends have to help her try to get a "feller." The "feller" is just as bashful and before they meet, Mary, or Stella, as she is

(*Continued on page* 18.)

BRET HARTE'S MASTERPIECE FOR HARRY CAREY'S USE

"THE Outcasts of Poker Flat." What reminiscences this must bring to old-timers who remember when this famous Bret Harte story was first published. How it stirred the entire United States and brought everlasting fame and immortality to the beloved Harte. And now it is in photoplay form and is to be projected on the screen of the ..... Theatre ..... for the first time in this city. Needless to say, the house will be packed from pit to dome. The mere mention of Bret Harte's name would doubtless bring an audience of large dimensions, but coupled with the fact that it is the famous author's "Outcasts of Poker Flat" to be shown, and furthermore that one of the screen's most fascinating and true-to-life stars, Harry Carey, is to be seen in the never-to-be-forgotten role of John Oakhurst, the gentleman gambler, diplomat, "whiteman" and self-sacrificer, is enough to warrant that a pint-sized theatre will have to accommodate a quart-sized audience at the opening.

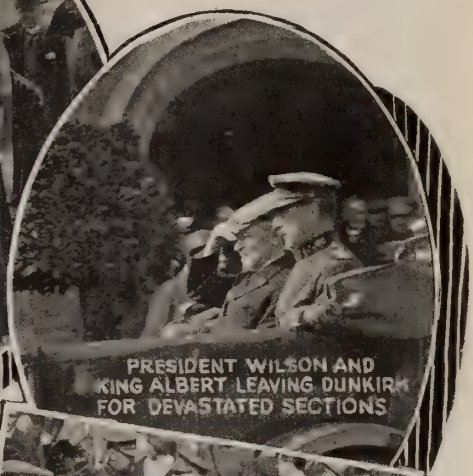
A notable cast is seen in this Universal special production. Besides its commanding star, Harry Carey, the cast includes Gloria Hope as Sophy, the beautiful girl whom Oakhurst gives to his ward, Tommy, because Tommy wants the girl, although Sophy and Oakhurst love one another fervently; Tommy played by Cullen Landis, a young man to be heard from in future films; J. Farrell McDonald, Virginia Chester and many others. H. Tipton Steck wrote the scenario and Jack Ford's master hand is seen in the directorship. The photoplay, among other wonderful outdoor scenes, includes a snowstorm that is said to be most gripping—and well it may be because, as reports have it, the scene was taken in a raging snow storm in Truckee, California, in the middle of winter.

Another Big International "SCOOP"

President Wilson's trip through ruined Belgium, with King Albert, Queen Elizabeth and Brand Whitlock Shown exclusively in International News

PRESIDENT WILSON AND PARTY VISITING THE FAMOUS MOLE OF ZEEBRUGGE

PRESIDENT WILSON AND PARTY AT THE FOREST OF HAUTHOULST, BELGIUM



PRESIDENT WILSON AND KING ALBERT LEAVING DUNKIRK FOR DEVASTATED SECTIONS

QUEEN ELIZABETH PHOTOGRAPHED WHILE ACCOMPANYING THE PRESIDENT AND HIS PARTY.

Exclusive Pictures

of President Wilson's trip thru Belgium. Pictures that no other news weekly carries enable you to advertise BIG EXCLUSIVE NEWS SCOOPS and draw capacity. And this is but one of scores of big "beats" and "news scoops" that will put your house way out in front in the showing of big news pictures. Book the BIG THREE—Universal Current Events—International News and Hearst News and put your house on the map. BOOK THE BIG THREE NOW!!!!

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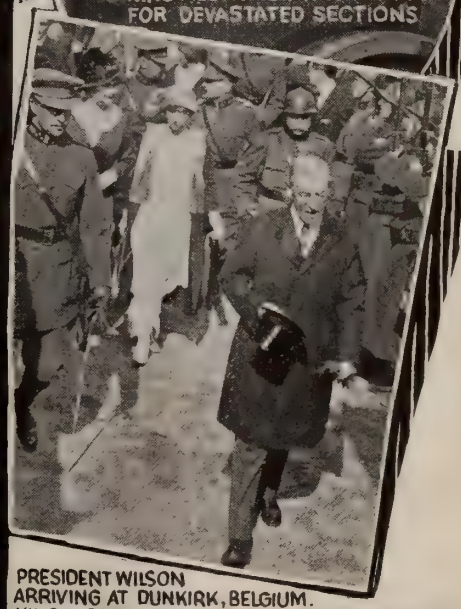


PRESIDENT WILSON ARRIVING AT DUNKIRK, BELGIUM. KING ALBERT, MRS. WILSON AND THE QUEEN OF THE BELGIANS ARE IMMEDIATELY IN THE REAR.

MARIE WALCAMP

IN THE FINANCIAL SERIAL SUCCESS

"The RED GLOVE"

Simply cleaning up in hundreds

of theatres

"WATCH FOR THE BIG TWELVE"

---AND HERE'S WHAT THEY SAY---

"Your 'RED GLOVE' serial is great. Your punches never seem to end. My patrons eat it alive. Give me more like this."

"I wish to write you about your serial. I think 'The Red Glove' beats anything I've ever had in my house in serials. The public goes wild over it. Every episode goes better than the preceding one."

" 'Red Glove' serial nights in my house are S. R. O. That's some record when serials never brought me much profit. I had my doubts about 'The Red Glove,' but I haven't any more. It's a real winner. What's your next one?"

"Come on with more like Marie Walcamp in 'The Red Glove.' You can't give me too many of this kind of serials. Count me solid for all your serials if they match this baby."

"I've taken in more money on matinees on 'The Red Glove' serial than any serial I ever played excepting 'The Lure of the Circus,' which was a corker and a record-breaker. My night shows are always packed when I show an episode."

"You fellows have come across with two bearcat serials. Your 'Lure of the Circus' is great, and your 'Red Glove' is as good. My people like serials, if they are good, and 'The Red Glove' is fine. I am for you on any more like this. Send me you next one without looking."

GO SEE IT AT YOUR NEAREST UNIVERSAL EXCHANGE--YOU'LL BOOK

"WATCH FOR THE BIG TWELVE"

JOE MARTIN SOLILOQUIZES

Look me in the eye.

Now in the nose, Now in the puss.

Tell me honestly, do you know of a single stage or screen actor, whether he draws a thousand or a million a year, who has a map half as funny as mine?

Yourdamright you don't!

Well, then, inhale this:

I admit that I am the biggest novelty in the film business. I admit that my two first pictures "Monkey Stuff" and "The Jazz Monkey" are the two biggest riots that ever hit the screen. What's more, I've finally got the boss of the Universal to admit it.

The result is that he has promised me to soak you a higher price for my pictures than you pay for anything else.

So, old dear, don't even talk to any universal exchange man about the joe martin comedies unless you're prepared to pay the stiffest price of your mad little carreer. It isn't because my pictures cost a million apiece. It's simply because the public will pay madly and gladly for a screaming laugh, and I'm the little feller with the long tail that can furnish it.

Boys and gells, it's a crazy business, this! Anything that's novel cops the money. Years ago it was the educated flea. Then the talking horse, Then the Mexican jumping bean. Then the musical ass. Then the big fillum stars. And now, it's me---Joe Martin!

Remembah! Get ready to pay the dingbustedess, golderndest, damhighest prices on record or you won't get me to make your patrons shimmy right outa their clothes with gay and girlish laughter!

COMING

A sensational picture made from the sensational novel by

JOSEPH MEDILL PATTERSON

"A LITTLE BROTHER OF THE RICH"

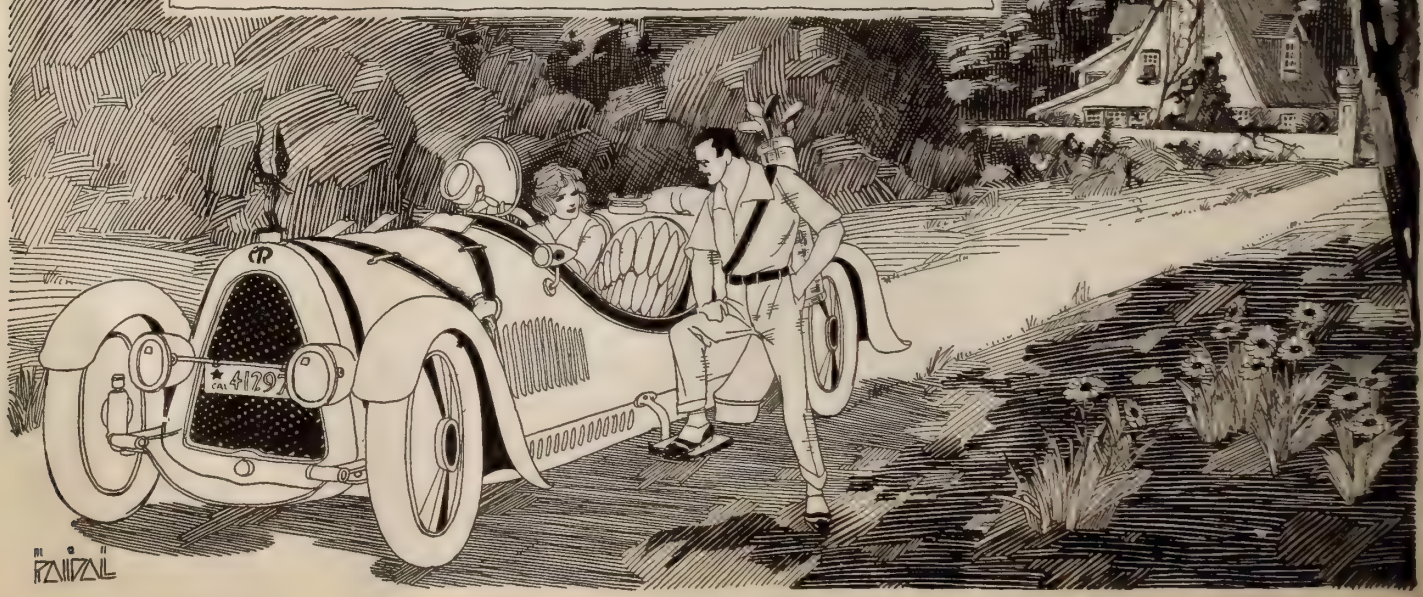
featuring

FRANK MAYO KATHRYN ADAMS
T. BARNEY SHERRY

When you see this producttion you will know what Universal can do

Carl Laemmle

President.



Mary MacLaren
in
"The Weaker Vessel"

JULIAN JOHNSON, Editor of Photo Play Magazine, said to Mr. Laemmle, in a letter on "THE WEAKER VESSEL": "I am going to advise my friends NOT to see it on a hot night. It's too amusing." When a critic like Mr. Johnson expresses himself in such terms, you can bet your last dollar you've got a winner. The work of Mary MacLaren and Thurston Hall is immense. No bigger picture filmed this season. Compared to the average costly production, "THE WEAKER VESSEL" is worth $2.00 per seat. It's the picture for a run of not less than 3 days, 4 still better and 5 if you want to get the last dollar out of your booking. GO SEE IT at any Universal Exchange.

IT'S A UNIVERSAL SPECIAL ATTRACTION

WATCH FOR THE BIG TWELVE

THE LUCKIEST BOY IN THE WORLD

He Spars With a Champ

Rides With Cowboys—Eats Ice-Cream With Beautiful Stars—Plays With Lions——and Spars With Jim Corbett.

Little Julius Laemmle, son of the president of the Universal, and his boxing instructor, James J. Corbett, star of "The Midnight Man."

A FEW years back, despite the convictions of mothers that their young sons were destined to become Cabinet Ministers or Judges, the youngsters aspired to be policemen, soldiers, sailors, or circus performers. With the popularity and fabulous salaries of screen stars the modern boy, as a rule, pictures himself as a "cinema star," and can be seen walking like Charles Chaplin on his way to school, or demonstrating a Harry Carey Wild West pose for the benefit of awed young misses.

What the average youngster would do if left alone in a motion picture studio can only be imagined; but what one particular boy, eleven years old, who has access to any part of the largest cinema studios of the world, actually does, when he has the right to do what he will in the studios, is interesting.

Recently Carl Laemmle, president of the Universal Film Co., took his son to Universal City with him for a two months' visit. Having numerous business details to attend to, Mr. Laemmle allowed his son, Julius, to make his way around the studios unescorted. Julius has arrived at the age when most boys begin to realize the wonders of the world and when Mr. Laemmle gave him the privilege of going around alone, nothing was more appreciated. Julius first visited the Julian studio and saw Monroe Salisbury acting in an Italian play. He found this interesting, but when the big star and his company shifted to another location where a band of one hundred cowboys galloped back and forth before the camera, his interest doubled. Later he saw Marie Walcamp jump from a falling oil well shaft into a window of a building near by. This was a thriller.

Another day Curley Stecker let him pat one of the lions on the nose and hold a cub in his lap. He picked up considerable courage when a photographer later showed him a picture of himself holding the little beast. Priscilla Dean took him for a ride through the mountains one afternoon, and when they stopped at a mountain inn he bought Miss Dean an ice-cream soda. It wasn't everybody that could monopolize Priscilla Dean's time as he was doing.

One day some Japanese officials visited the studio, and one, a baron, gave him a real Japanese silk dressing-gown. Surely the lad was having the time of his life. After all of the studios had been visited and the little fellow had been entertained by most of the stars and had received numerous autographed pictures and other presents, James J. Corbett gave the youngster his first lessons in boxing. Of all his activities at Universal City, nothing pleased Julius Laemmle so much as his daily lesson with Corbett. As young boys were scarce around the studio, Corbett himself acted as the younger Laemmle's sparring partner, and with gloves as big as his head, Julius would shift, counter, jab and uppercut Corbett to his heart's content. When the youngster saw Corbett in a fight before the camera defeat a dozen opponents, his little chest swelled with pride. Here he was boxing with a champion, and giving him the worst of it, too. Now what more could a boy want. Mr. Laemmle is going to have an awful time inducing his son and heir to come back to New York with him in the fall.

Current Events, No. 27

Fire Wrecks Terminal of the New York Elevated.—Thousands see spectacular blaze in the old South Ferry Slip.—*New York City.*

The Kind of a Fishin' Pond You Dream Of! (Omitted from San Francisco and Los Angeles).—International doesn't dare tell where it is for fear of the rush.—*Somewhere, U. S.*

Sub-Titles.—Don't tell us they won't swim upstream. They eat out of the hand—almost. Scoopin' 'em in.

Thrills Plentiful in Wild West Revival.—Bronco busting never lacks excitement.—*Chicago, Ill.*

Sub-Titles.—Roping a steer takes strength, accuracy and nerve. "Bulldogging" is the cowboys' most dangerous stunt—Salinas, Cal. Chariot races at Twentieth Century speed.

Kiddies Regain Health on White Mercy Ship.—Floating hospital saves thousands of youngsters.—*Boston, Mass.*

Police Train as Machine Gunners.—They learn to rival Uncle Sam's Own in speedy handling.—*Boston, Mass.*

Sightseeing de Luxe! (For New York City prints only).—A ride over New York in a cool dirigible.—*New York City.*

Polo at Meadowbrook no Molly-coddle Game.—Cooperstown and Santa Barbara in a fast contest.—*Westbury, L. I.*

New Mexico Named Pacific Fleet Flagship.—Passing under Brooklyn Bridge, with the boys ready for a fight or a frolic.—*New York City.*

President on Tour Finds the Belgians Cheerful Amid Ruin.—*Nieuport, Belgium.*

AT LAST——
A FANNY HURST STORY

(*Continued from page* 10.)

in the play, takes a glass of beer at a party where she is too embarrassed to know what she is doing. The beer knocks all the sense out of her and she is arrested under circumstances very similar to those cases of arrested girls which are taking up so much of the midsummer interest of the newspapers, the judges and the police in New York at the present time. In fact the story might have been written as a brief for one of these very cases.

P. A. POWERS PRESENTS

HARRY CAREY

IN

BRET HARTE'S

FAMOUS CLASSIC

"THE OUTCASTS of POKER FLAT"

NO production of the present season surpasses this Bret Harte classic. No scenes ever shown on any screen surpass the magic and lure of the old river steamboat in the early days of the golden West. Read and enjoyed by millions since 1870 this wondrous story constitutes a gem in a platinum setting. As "WID" says—"You've got MORE to work with here than the average feature." "Bret Harte's stories are a tradition, even among those who have never read them"—and 'THE OUTCASTS OF POKER FLAT' is one of the most famous of his tales." Handle this feature in the most artistic manner possible, and a four day run will convince you of the growing drawing power of Harry Carey in such big stories as this. Private reviews may be had at any Universal Exchange.

IT'S A UNIVERSAL SPECIAL ATTRACTION

Publicity for "The Spitfire of Seville"

BIOGRAPHICALLY SPEAKING.

RASPUTIN, the crimson-brained, somber-snooded monk of Russia, cast yearning eyes on Mlle. Hedda Nova, the star of "The Spitfire of Seville," which comes to the ..... Theatre on ....., when the little girl journeyed from her home in Odessa to dance before the Czar. Hedda Nova was born in Odessa and was educated in a convent in Paris. When St. Petersburg was a glistening gem set in the fangs of the Black Empire, Mlle. Hedda Nova danced her way into the hearts of the nobility at court functions. Scorning the ballet and choosing to dance only at her own pleasure, she appeared at exclusive receptions in the capital and frequently journeyed to Moscow, Vladivostock and back to her home in Odessa to dance for her friends.

When the scourge of Bolshevism swept over the shell-torn fields and raced across the cities like a pestilence, Hedda Nova turned with longing eyes toward America and booked passage for New York. Broadway, quite used to sensations, sat up and gasped when she appeared in Russian dances at the gathering places of Gotham. Then the call of the silent drama disturbed her placidity.

After several appearances in successful photoplays, Universal recognized her dramatic worth and cast about for a suitable starring vehicle. This was discovered in "The Spitfire of Seville," a play of the Spanish mountains and the outlaw bands that seek a sanctuary there.

Mlle. Hedda Nova is supremely happy in Southern California. It is true that she sets down her ambition as marriage to an American husband, but when there are hordes of suitors the selection sometimes becomes a slow and difficult process.

ADVANCE NOTICE.

CARMELITA, dressed in boys' clothing, came down the road dancing with her shadow. On the green slopes of the Castillian mountains above her grazed her drowsy sheep. It was high noon in Southern Spain; so quiet that the spinnin~ of the humming-bird could almost be distilled into sound.

But the drifting white clouds only served to hide the hammer of Thor and mask the gathering of the storm-clan.

Kent Staunton, an American artist, saw the girl, thought naturally that she was a boy, and with the banter of a man to a man-child began to imprison the classic features on his canvas.

"What a pity," he said, "that a fine, hard-working boy should look so like a girl; to be so burdened with beauty when, I dare say, his sisters go begging for looks."

It was evening when Staunton had done. The sheep, perhaps neglected a little, had wandered far into the hills. The storm was brewing in the kettle of the sky; brewing with a fury that bespoke danger to the wayfarer.

Carmelita sought refuge in a mountain cabin. Staunton happened to select the same shelter from the elements.

"Throw yourself down there and go to sleep, little fellow," Staunton said, little knowing that the shepherd-boy was the beautiful girl for whose love a feud raged among the outlaw band of which her father was leader.

It was an irate band that Carmelita faced in the morning, particularly when she frankly said: "I spent the night with an American gentleman."

The whole story is to be delightfully told at the ..... Theatre on ..... in "The Spitfire of Seville," a Universal masterpiece.

SCUTTLES SHIP OF DESERT.

Baby Lamb Shows Prowess When Confronted with Danger for First Time.

A FAT, fleecy and knock-kneed little lamb was used by Mlle. Hedda Nova in her Universal success, "The Spitfire of Seville," which is to be shown ..... at the ..... Theatre. Before production was started on the picture the little fellow was taken to Universal City and billeted in the arena so that he could become acclimated to the world's film capital. Mlle. Nova worried more about the lamb than she did about her relatives in far-off Russia.

"Are you sure that he is all right?" she would ask the veterinarian at Universal City when ever she could waylay him on his way from the arena.

"Come and see for yourself," was the answer.

Three months had elapsed between the purchase of the so-called baby lamb and the completion of the picture. Mlle. Nova motored to the arena to carry a bottle of milk for her little pet. She found him grazing peacefully on the green. As she watched a baby camel see-sawed over to make friends. A camel of any age can scrap and young Ramjammer Lamb seemed to know it. Before the horrified eyes of the star, who a few weeks before had cuddled him in her arms, he hauled off and rammed the camel under the chin; then to add insult to injury, he butted his knees until the young ship of the desert was quite properly scuttled. The star was reassured as to the health of her pet.

NOTES.

Carmelita Delgado, a beautiful wildflower of the Castilian mountains, is furiously wooed by two lieutenants in her father's band of political outlaws. She risks death to save an American artist from their fury and eventually finds her heart imprisoned with her features on his canvas. The story is delightfully told in "The Spitfire of Seville," the Universal photodrama which comes to the ..... Theatre on .....

Carmelita Delgado was the daughter of an old outlaw chief who lived with his henchmen in the fastness of the Castilian mountains. She was wooed madly by two of her father's aides. One night circumstances forced her to stay in a mountain cabin with an American artist. She was in the clothing of a boy and might as well have slept in her own boudoir in the fortress. The band swore vengeance. The whole story is delightfully depicted in "The Spitfire of Seville," a Universal photodrama which comes to the ..... Theatre ....., with Mlle. Hedda Nova in the stellar role.

Love burned at white heat and death was the only possible way in which to eliminate a suit for the hand of beautiful Carmelita Delgado in the outlaw camp of her father in the Spanish mountains. While two lieutenants of the band fought fast and furiously for her hand, an American artist stepped in and won her love. The story is to be told with all its dramatic power at the ..... Theatre on ..... in "The Spitfire of Seville. The story is a Universal photodrama with Hedda Nova, the Russian actress, in the starring role.

Carl Laemmle offers
Hedda Nova
Thurston Hall
and
Claire Anderson
in "The SPITFIRE of SEVILLE"
DAVAL
SPAIN

CARL LAEMMLE
offers
HEDDA NOVA
THURSTON HALL
&
CLAIRE ANDERSON
MADRID,

"The Spitfire of Seville"
A UNIVERSAL SPECIAL ATTRACTION

UNIVERSAL
Special Attractions

The Insurance of Common Sense

Fire Insurance for your theatre--a Surety Bond for your Treasurer--but how can you insure yourself good pictures --particularly when you have to show more than you, personally can view?

You can do it by first viewing the "wildcats"--the "long shots"--the "scoops." These are the pictures that need careful estimating, not productions like Universal Special Attractions, which are uniformly of the very highest quality.

Insure yourself of at least one super-picture each week by booking a Universal Special Attraction. View it, if you can--but, if you can't, put in your time viewing the productions that you're not so sure of.

Here is a list of pictures insured by their proven success

HARRY CAREY
in
"Bare Fists"
"A Fight for Love"
"Riders of Vengeance"
"The Outcasts of Poker Flat"

MAE MURRAY
in
"What Am I Bid?"
"The Delicious Little Devil"

MONROE SALISBURY
in
"The Blinding Trail"
"The Sleeping Lion"

PRISCILLA DEAN
in
"The Wildcat of Paris"
"The Wicked Darling"
"A Silk-lined Burglar"
"The Exquisite Thief"
"Pretty Smooth"

MARY MacLAREN
in
"The Unpainted Woman"
"The Weaker Vessel"

RUPERT JULIAN
in
"The Fire Flingers"

Service Page for "The Spitfire of Seville"

AT A GLANCE.

SUBJECT—"The Spitfire of Seville."

LENGTH—Six reels.

STAR—Hedda Nova.

PREVIOUS HITS—As dancer in New York and en tour, in "The Bar Sinister," "The Sign Invisible" and other successes.

DIRECTOR—George Seigmann.

STORY BY—Joseph Franklin Poland.

SCENARIO BY—Waldemar Young.

SUPPORTING CAST — Thurston Hall, Claire Anderson, Marion Skinner, Carl Stockdale, Leo Maloney, Robert Gray, Edgar Allen and Curley Gibson.

LOCALE—The mountains of Southern Spain and Seville.

TIME—Today.

THUMB-Nail Theme—The story of a Castillian girl who lives with an outlaw band in the mountains. She is sought after by two member of the band, who try to kill an American artist who also loves her. In the end she marries the artist.

Story by Joseph Franklin Poland.

Directed by George Seigmann.

CAST.

Carmelita	Hedda Nova
Kent Staunton	Thursday Hall
Alice Foster	Claire Anderson
Her Mother	Marion Skinner
Don Salvador	Carl Stockdale
Pedro	Leo Maloney
Romero	Edgar Allen

THE STORY.

HIGH in the mountains of Southern Spain, Carmelita Delgado, daughter of old Don Salvador, head of a band of political outlaws, comes to womanhood. The old Don's lieutenants, Pedro and Leonardo, are suitors for her hand.

Don Salvador is killed by the constabulary from Seville. Carmelita swears vengeance. Her father, dying, tells Carmelita to marry the strongest of the band and make him leader. Pedro and Leonardo fight. By promising to marry Pedro the next week, at the Fiesta of Roses, Carmelita saves Leonardo's life. She means to keep her promise, but while out in the foothills in boys' clothing she is accosted by Kent Staunton, an American artist. Staunton asks the girl, whom he believes to be a boy, to pose for him. On the way home a wild storm overtakes her. She loses her way and has to stay all night in Staunton's cabin.

Facing an irate Pedro in the morning, Carmelita innocently tells him: "I spent the night with an American gentleman." Pedro seeks out Staunton and they engage in a desperate battle. The constabulary arrive from Seville and arrest Pedro. Pedro's servant tells Carmelita, who puts on her best mantilla and manages to see Pedro at the jail.

Pedro tells her that the American is a spy and that he has betrayed their band. Carmelita, swearing death to the American, visits his studio at Seville, telling him that she is the shepherd boy's sister. Struck by her radiant beauty, Staunton engages her to pose for him. Carmelita comes to love Staunton, and cannot carry out her threat. The girl is torn between loyalty to her trust and love for the American. Seeing her distress, the boy tells her that Pedro had lied to her.

Pedro races to the studio. He slashes the canvas that Staunton painted and almost kills Staunton. Pedro takes Carmelita by force to the hills. Another faction of the band, under Leonardo, gives chase. Pedro is killed and Leonardo gives Carmelita to Staunton.

ADVERTISING PUNCHES.

1—The first big starring appearance of Hedda Nova.

2—The fact that the star was the dancing idol of St. Petersburg in the riotous days before the Czar's decline.

3—A story that the Monk Rasputin cast smouldering eyes on the beautiful girl when she was dancing at the Russian court.

4—The remarkable story in treatment and locale.

5—The appearance of Thurston Hall in the supporting role.

6—The well advertised fact that Hedda Nova wants an American husband.

7—The box-office title.

8—One of the most thrilling fight scenes ever filmed.

9—The elaborate costumes and exacting details of the foreign locale.

10—An unbroken sequence of dramatic events well woven into a whole.

ADVERTISING DISPLAY LINES

The Monk Rasputin looked with smouldering eyes on Hedda Nova when the star of "The Spitfire of Seville" was dancing before the Czar.

Blood as pure as a Rajah's sapphire and as red as a cardinal's cape coursed in the veins of "The Spitfire of Seville."

"I want to mary an American," says Hedda Nova, the star of "The Spitfire of Seville."

Hedda Nova, the Russian princess of drama, in a truly remarkable Universal photoplay.

Hedda Nova, starring in "The Spitfire of Seville," was the dancing idol of St. Petersburg in the dying glory of the Czar's regime.

Thurston Hall, matinee idol of thousands, supports Hedda Nova in "The Spitfire of Seville," a universally good photodrama.

Her temper would make a Bengal tiger look like a bunny-rabbit in "The Spitfire of Seville."

Hedda Nova was a jewel set in the black fangs of Russian. America called her and she came. See her in "The Spitfire of Seville."

"The Spitfire of Seville" drew love as a magnet draws steel.

Her fury was borrowed from the mountain storms; her love from the sunlight of Southern Italy. Hedda Nova plays the role in "The Spitfire of Seville."

One ofthe One-Sheet Posters for Hedda Nova in "The Spitfire of Seville."

Posters for "The

Here's a wonderful chance! On with the old knock-'em-dead shirts and bell-cuffed suits. Forward march to the ———— Theatre where Mlle. Hedda Nova is starring in "The Spitfire of Seville." The talented little Russian actress' ambition is to marry an American. "The Spitfire of Seville" is the story of a band of Spanish political outlaws, and Carmelita, the daughter of the old rebel chief. It is a remarkable story, filmed by Universal as the premier Universal vehicle of the delightful star.

"The Spitfire of Seville," now playing at the ———— Theatre, affords an unusual rôle for Mlle. Hedda Nova, the Russian dramatic princess. As Carmelita, the daughter of an old rebel chieftain, she plays unknowingly with the passions of men and realizes what it means only when love is awakened in her by an American artist. "The Spitfire of Seville" was filmed at Universal City as the premier Universal starring vehicle of the gifted star.

When Kent Staunton, the American artist, painted a little shepherd boy on the sunny slopes of the Castilian mountains, he little realized that it was Carmelita Delgado, the much-sought-for and furiously-wooed daughter of old Don Salvador. What he did to win her love and how he overcame the unrestrained fury of the outlaw band with whom she lived is dramatically depicted at the ———— Theatre in "The Spitfire of Seville," a Universal photodrama with Mlle. Hedda Nova in the starring rôle.

She must be beautiful beyond description. She must act with the intensity of a Spanish girl. She must be an internationally-known star. That was the requirement of George Seigmann, Universal director, when the script of "The Spitfire of Seville" was given into his hands for the filming. Mlle. Hedda Nova, the Russian actress, was selected as one answering the requirements for the star of "The Spitfire of Seville," which is showing at the ———— Theatre.

Six-Sheet Poster for "The Spitfire of Seville."

Three-Sheet Poster

Spitfire of Seville"

Think in Spanish! That was the mandate of George Seigmann, the Universal director, to the players in his company during the filming of "The Spitfire of Seville," which is showing at the ———— Theatre. Get into the atmosphere," he said. Manuel Ojeda, scion of a wealthy family in the Mexican diplomatic service, was engaged as a player to throw light on the Castilian manner of thought in situations suggested by the story. Mlle. Hedda Nova, the Russian actress, is the star.

"The Spitfire of Seville," a Universal drama, with Mlle. Hedda Nova in the stellar rôle, is being shown at the ———— Theatre. The story concerns Carmelita Delgado, a Spanish beauty who was loved desperately by many men. Her solution of difficulties that would crush the average spirit, and her sanctuary in love, form the theme of the story.

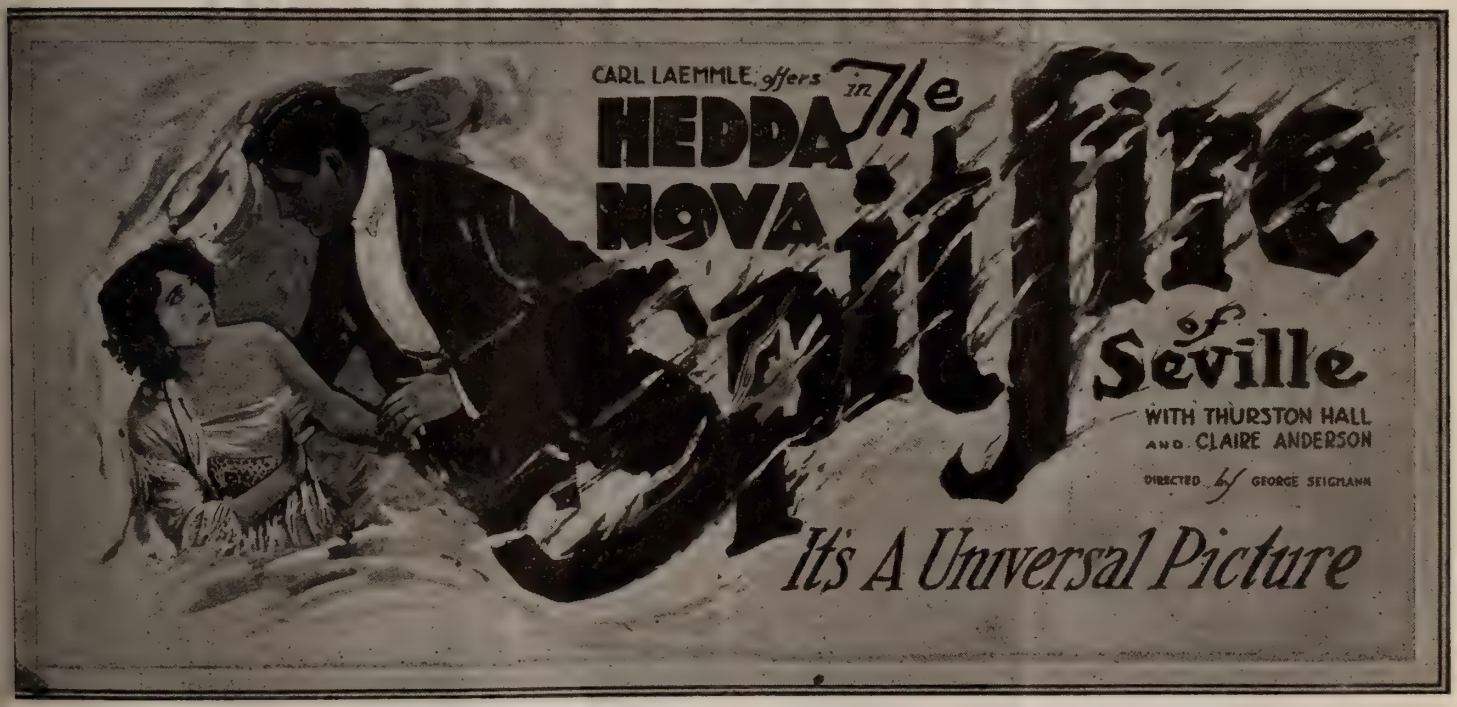
In the cast of "The Spitfire of Seville," playing at the ——— Theatre, are such Universal favorites as Mlle. Hedda Nova, the star; Thurston Hall, leading man; Claire Anderson, Marion Skinner, Carl Stockdale, Leo Maloney, Robert Gray and Edgar Allen, the talented juvenile.

The strange life of a band of political outlaws encamped in the mountains of Southern Spain is vividly depicted in "The Spitfire of Seville," a Universal masterpiece, which comes to the ..... Theatre on ..... Mlle. Hedda Nova, the Russian actress, is playing the stellar role, with Thurston Hall in support.

Mlle. Hedda Nova, the Russian actress who is to appear at the ..... Theatre on ....., in the leading role of her latest Universal success, "The Spitfire of Seville," has one overwhelming ambition beyond the heights of the drama to which she soars. Her ambition is to marry an American. Unless the little star is very careful, her ambition will be realized, for Universal City is being stormed by an army of admirers.

Mlle. Hedda Nova, starring in "The Spitfire of Seville," which is to be shown at the ..... Theatre on ....., danced her way into the hearts of the Russian nobility in the mardi gradian days of St. Petersburg's glory. The talented princess of dramatic art has a flitting role in this Universal photodrama which opens .....

Three-Sheet Poster



Twenty-Four Sheet Poster for "The Spitfire of Seville."

EXTRA

Just Arrived!

The World's Greatest Comedian

(Whether he thinks so or not)

The CROWN PRINCE of Germany (HIMSELF)

(The Laughing Stock of the Ages)

PLAYING THE LEADING PART IN

"HIDING IN HOLLAND"

Staged by Himself in Holland for his own Benefit.

HE couldn't stay away from it! When he couldn't get into Verdun, he went into the movies. And even then he had to sneak in—he made believe he didn't mean to do it—and then he did it—and he made papa pay for it. And yet he didn't let papa in on the direction at all—he staged it all by his little self right there on the Island of Wieringen—and it's a scream—just the kind of bone-headed comic stuff that sends you into fits of laughter. Buh-lieve us, if this bird keeps on making comics like this he'll have the laugh on us yet.

AFTER the big night at the Strand, New York City, June 30th, the New York Times said: "The Crown Prince has succeeded Charlie Chaplin at the Strand. But he is not nearly so good as Chaplin!"

NOW—WE ASK YOU

Is that any way to treat a Great General? Is that a nice thing to say about that Gigantic Intellect that burned London, captured New York, reversed the Gulf Stream—and then made this comedy? We ask Luke McLuke and that well-known critic said: "If he makes any more I'll shoot him—I might just as well do that as die laughing. Chaplin? Say—Charlie is sob-stuff compared to this."

The World's Greatest Comedian

(Your Theatre Name in This Space)

NOTE Exhibitors can get an electro of this ad or a mat. Electro, $2.00; mat, 50 cents. Three-column size. Send your order to any Universal Exchange, and if they can't supply you, communicate direct, enclosing cash, to SUPPLY DEPARTMENT, Universal Film Mfg. Co., 1600 Broadway, New York.

ELMO LINCOLN in

"The Masked Pursuer"

Episode 7.

"ELMO THE MIGHTY."

CAST.

Capt. Elmo Armstrong	Elmo Lincoln
Lucile Gray	Grace Cunard
Rawden	Ivor McFadden
Steve Blighton	Frederic Starr
Granville Sear	Rex DeRoselli
Mrs. Armstrong	Virginia Craft
Wong	Chai Hong
Gray's Cook	Madge Hunt
The Mystery Man	James Cole

BY a flying jump to the window-sill, Lucile saves herself from going down into the puma's cellar, where all is wreck and confusion. Rawden, however, has clung to the same window-sill and follows Lucile out of the window and catches her before she has gone one hundred feet. With one of the Indians he puts her into the car and makes his escape, pursued by the Masked Menace. In the meantime, Blighton and Armstrong are recovering slowly from their sudden shock and Armstrong starts to saw away the ropes which bind him upon a piece of sill. Red Cloud, the friendly Indian, sees his opportunity to aid Armstrong and throws a knife through the window and as Blighton's men come in Armstrong slips his bonds and, knocking them out, makes his escape.

In a weakened condition, he falteringly pursues the car which contains Lucile. Blighton and two Indians start after him, take a short-cut, and as Armstrong passes under a great tree, he is caught in a lasso, jerked into the air and bound. Signalling Rawden, Blighton puts Armstrong into the car again with Lucile and tells Rawden to take the prisoners "down below," for the Mad Mountains are getting too hot for them.

Red Cloud, however, has seen the capture and from an overhanging cliff jumps upon the party. After a terrific struggle with one of the thugs, he and the thug are catapulted out of the car and down to the bank of the stream, where they fight desperately for the mastery. The Masked Menace sees the struggle and fires a shot which temporarily disables the ruffian, causing him to fall into the river below. As he swims ashore, his hand clutches the valise which contains the bank's money and incriminating documents, for which both parties have been so desperately searching. As the auto drives up he shows this prize to Rawden, who decides that there is more money there than they will ever get from Blighton. They therefore plan to leave the country, taking Lucile with them for precaution, and getting rid of Armstrong.

A freight train on a siding presents the opportunity for the latter project. Knocking the engineer out, they bind Armstrong to a flat car and start the locomotive with wide-open thottle. The Masked Menace sees them and starts in pursuit of the train, and as it passes through a ravine, by a daring leap from the craig at the side to the top of a box-car, the Menace captures the train. He stops the engine, but so suddenly that the car on which Armstrong is tied breaks its coupling and starts back wild over the track. A dynamite train is following and without warning the wild-cat car smashes into the train of dynamite. There is a tremendous explosion.

"All Bound Round"

Lyons-Moran Star Comedy.

CAST.

Eddie	Eddie Lyons
Lee	Lee Moran
Girl	Mildred Moore
Her Father	Richard Cummings
His Friend	Gus Pisley

EDDIE and Lee daily visit the museum, to see Eddie's dream of a girl, who visits the museum every day with her father who is in search of a Rameses mummy.

The near-sighted father mistakes Lee for a mummy as he stands gazing at a skeleton. Eddie butts in and tells the old man that he has the very mummy he is looking for. The old man introduces the boys to his daughter and tells Eddie to bring the mummy to his house at eight o'clock.

Eddie and Lee return to their apartment. Eddie worried about getting a mummy and gets a sudden idea. He uncovers an old camphor chest in his room that resembles a mummy's coffin, forces Lee to be bound up with cloth and two expressmen deliver the mummy and the coffin, with Lee in it, to the old man's house.

Trouble starts when the old man tells another friend of his that Rameses was known to have hidden precious jewels in the stomach of his mummys. While Eddie sits in the conservatory with the girl, making love, the two old codgers sneak out and get knives and saws to cut open the mummy.

The butler, having overheard their plan, proceeds to beat them to it, but Lee, now in the coffin with the cover off, boots the butler out of the room and the chase starts with Lee running about the house, followed by the old man, the butler and the others.

The maid faints when she sees the mummy; so does the girl. The boys leave the house, run up the street, where they are caught by a policeman and taken off to jail.

SYNOPSES OF "THE MASKED PURSUER," "ALL BOUND ROUND" AND "GUN MAGIC"

"Gun Magic"

Two-reel Western Drama.

CAST.

Frank Harris	Pete Morrison
"Silent" Travis	Andrew Waldron
Helen Travis	Magda Lane
Steve Jordan	Bert Apling

"SILENT" TRAVIS has a gold prospect in a blind pass in the hill. Upon his return from one of his weekly trips Helen, his daughter, tries to persuade him to stake and file on his claim, but he refuses, telling her that every man in town would then rush in.

In town, Steve Jordan, known as the "Lizard," sees Helen paying for some purchases with gold-dust. He decides to investigate. As Helen leaves the store the "Lizard" makes advances to her. Frank Harris, a cattleman, sees it, interferes, and makes the "Lizard" beg Helen's pardon.

Frank and Helen are engaged, and Helen tells him how she has tried to persuade her father to stake his claim. The "Lizard" overhears and, realizing that the claim is unstaked, goes with a companion to "Silent" Travis' cabin and tries to make him divulge his secret.

Frank riding up, sees the "Lizard's" horse, looks in the window as the "Lizard" takes the location map from "Silent." He orders the Lizard to put up his hands. "Silent" seizes the map. The Lizard's companion orders Frank to enter the house, keeping his gun in the small of Frank's back. Frank opens the door, then kicks it to, jamming the man's hand and foot in the door. The Lizard makes a flying leap through a window and he and his companion escape. Helen realizes that the Lizard will attempt to stake the claim, so she and Frank start out by a short cut with the hope of reaching the claim first.

Frank and Helen arrive at the claim and have staked it, when they see the "Lizard" and his companions. Helen guards the pass, while Frank rides for the register's office to file the claim. The Lizard and his companions see Frank riding. They start in pursuit. Frank escapes. Helen's ammunition begin to run low, and the "Lizard" and his men are creeping up on her. Frank meets the sheriff and his posse, rides back and is just in time to save Helen.

Monroe Salisbury

in his wonderful Italian characterization,

"The SLEEPING LION"

ONE of the foremost critics of this country, pronounced Monroe Salisbury in—"THE SLEEPING LION" one of the finest bits of character acting ever seen on the screen. Irrespective of what he says, YOU, personally, review this feature and pass YOUR opinion. To view it is to book it. To book it means good profits to you and superfine screen entertainment for your patrons.

IT'S A UNIVERSAL SPECIAL ATTRACTION

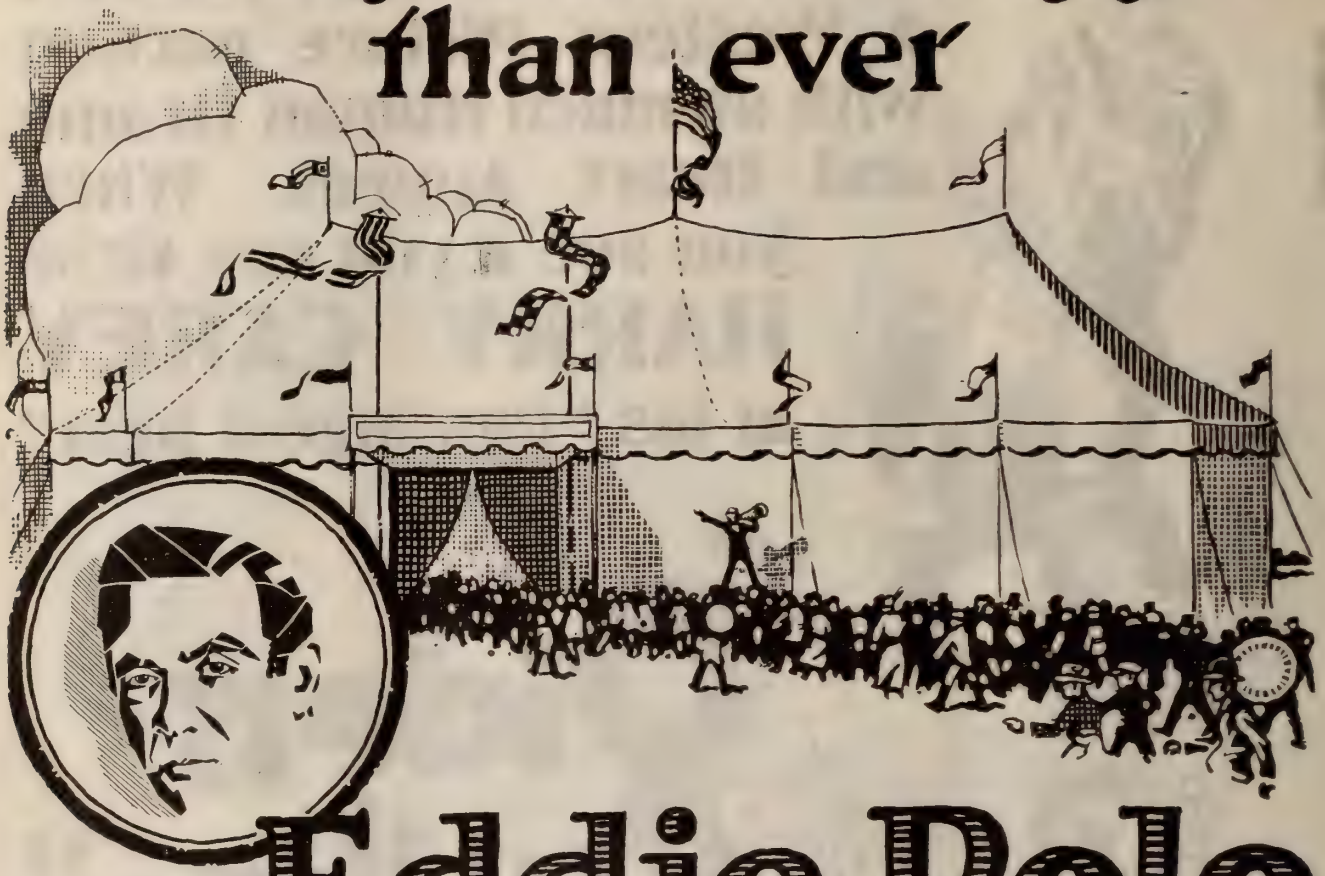
"WATCH FOR THE BIG TWELVE"

Seldom has there been a Western Picture packed with so much Human Drama and Heart Appeal. When you see it you see virile HARRY CAREY at his "fightingest best"

"Riders of Vengeance"

A UNIVERSAL SPECIAL ATTRACTION

Packing 'em in—bigger than ever



Eddie Polo

in

"The LURE of the CIRCUS"

The Colossal Summer Serial Attraction

NOTHING can stop the onward rush of business and profits "THE LURE OF THE CIRCUS" is bringing home to exhibitors. Already in its eighth month and going BIGGER NOW than the first month of its release. It's a pure gold nugget as a winner. No serial ever filmed has equaled the cash receipts of exhibitors as has this one. SEE IT IMMEDIATELY.

AND BOOK IT THRU ANY UNIVERSAL EXCHANGE

"WATCH FOR THE BIG TWELVE"

SYNOPSES OF "BROWN EYES AND BANK NOTES," SCREEN MAGAZINE, No. 22; HEARST NEWS, No. 27, AND INTERNATIONAL NEWS No. 27.

"Brown Eyes and Bank Notes"

Featuring Lois Neilson, Paco and Bob Brownie.

(*Copyright* 1919, *L-Ko Motion Picture Kompany.*)

PACO and Waco ran a shoe-shining shop. They were in hot water all the time, however, because both were in love with Tessie Trim, the manicurist, and Tessie's husband was considerable bar to the effective display of their affection. Waco, who was the general manager of the shoe-shining department, had an assistant in Bobby Brownie, a dog whose intelligence far outweighed that of the proprietor. Bobby had been trained to roll over upon a man's shoes until he had them sufficiently soiled to warrant a shine, and Waco, who was very fond of work, had installed a physical culture machine so that his customers could either work to put on flesh or to take it off, as the case might be. They were blissfully unconscious of the fact that the apparatus was attached to a machine whereby they polished their own shoes. Tessie was extremely fond of bathing and while enjoying this pastime a girl friend took a picture of her in a bathing suit. This picture fell into the hands of both Waco and Paco and each enjoyed it in secret until Tessie's husband discovered the photo. Then things began to happen which were never supposed to happen in any beauty shop, in fact no beauty shop would stand it, and the fade-out finds it going up in smoke.

Screen Magazine, No. 22

BEING an American citizen is a birthday present to most of us, but to those not so fortunate it is a matter of law. Screen Magazine No. 22 shows us in a few minutes what takes five years to accomplish in reality, that is, becoming an American citizen. Mr. Arthur Reckner is a gentleman who earns his living acting as valet to mummies in a New York museum. We are introduced to him and to some of his mummies in this issue. Then we are transported to the Hawaiian Islands to see the Kilanea Volcano, which is constantly in eruption. It is called by the natives, who dread it, "Hale-Man-Man," which means House of Everlasting Fire. Nothing can stop the irresistible stream of flowing fire which surges down the sides. Next we are shown how the thunderbolt is put into cotton. A bale of cotton was lost to commerce every time a heavy gun was fired. The cotton is immersed in two acids, washed in plain water and dried. When a match is applied the combustion is so rapid that the operator's hand is not even scorched. Raymond Hitchcock shows us the proper way to meet and greet a lady; Lillian Russell gives us some pointers on how to sit gracefully, and this week's Magazine closes with a clever futurist movie of W. H. Taft.

Hearst News,

No. 27.

Throng Hails Heroes Who Bridged Atlantic in Non-Stop Flight.—Dublin, Ireland.

Sub-Title.—London goes wild in its reception to the intrepid Captain Alcock and Lieutenant Brown.

Carranza Troops Gather at Juarez to Defend City.—Juarez, Mexico.

Sub-Titles.—General Felipe Anzeles, commander of the Carranza armies in northern Mexico, and his staff. The rough-and-ready army in review.

Peace Revives Craze for Classic Dances (Ommitted from San Francisco and Los Angeles).—English society "kiddies" graceful exponents of the asthetic art.—*London, England.*

Planes and Blimps in Big "Welcome Tome" to Heroes of NC-4.—New York City.

Sub-Titles.—Nobody else's welcome counts at all—Mrs. A. C. Read. Her pa's the flying engineer. The "Columbus of the air" and his crew. Lieutenant-Commander A. C. Read and Mrs. Read.

Trying to Revive the "Sick Man of the East."—Turkish delegates arrive to plead for leniency for Ottoman Empire. Tewfik Pasha, former Grand Vizier, heads the delegation.

How "Flo" Ziegfeld Gets a Brisky Beer (Ommitted from San Francisco and Los Angeles).—*New York City.*

Sub-Titles.—Oh! dear deer. Nuts to soup for a healthy hippo.

Giant "Blimp" Tested in Trial Heats for Atlantic Flight.

Pershing Thanks Men Who Built Stadium.—Inspects engineers upon completion of huge arena that bears his name.—*Paris, France.*

Sub-Title.—An advance in force—to hear the general speak.

Cartoon by "Tad."—"Trying to Put Over the Expense Account."

International News,

No. 27.

Thousands Welcome "President of Ireland" on Visit to Boston.—Boston, Mass.

"The Vine Her Ancient Ruby Yields."—California's vineyards flourish—despite prohibition.

Sub-Titles.—"I sometimes wonder
what the viners buy
One-half so precious as the stuff they
sell."

Exporting the golden wine—to the heathens.

Some Bull!—You'll say so when you learn it's worth $60,000, or twice his weight, in silver.—*Philadelphia, Pa.*

Under Sunny Skies.—Discharged soldiers gather the California apricot crop.—*Winters, Cal.*

King George Honors Britain's Chiefs of the Army and Navy.—London, England.

Sub-Titles.—Sir David Beatty, commander of the British Grand Fleet. Field Marshal Sir Douglas Haig.

Mary's Little Lamb.—It's rather hard to find in this enormous flock of sheep.—*Holtville, Cal.*

Sub-Title.—"Wherever there was
grub to eat,
The lamb was sure to go."

Daredevils Clash in Record-Breaking Motorcycle Races.—Ascot, Cal.

Ship Ahoy!—Yachtsmen skim the waves in Spring races.—*Oyster Bay, N. Y.*

The City of a Thousand Battles!—Juarez, the much-fought over, sun-scorched border town, held to-day by Carranza, to-morrow by ———?

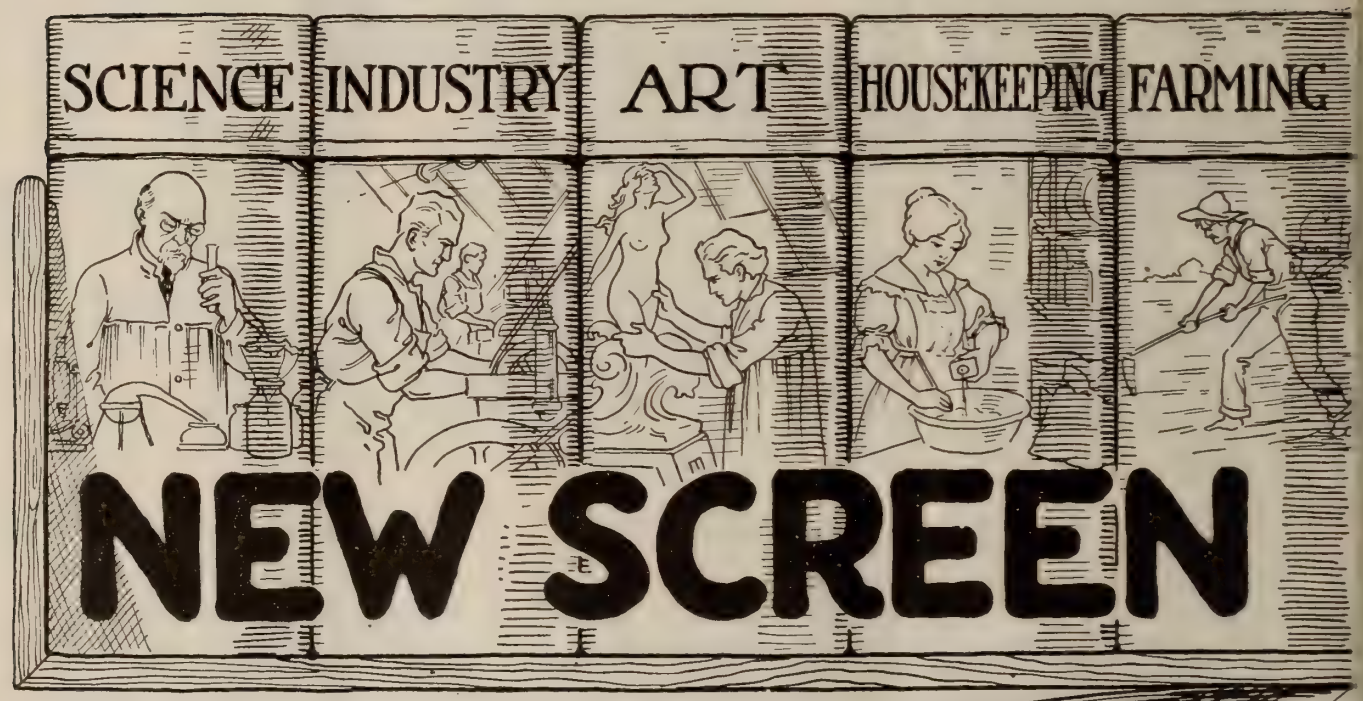
Sub-Titles.—The City hall. It has passed from Diaz to Madero, to Huerta, to Orocze, to Villa, to Carranza. The jail where many a promising political career has come to the "end of its rope." In the market place umbrellas protect from the intense rays of the sun.

King Albert Shows President Wilson His Ruined Kingdom.—Andikerke, Belgium.

Sub-Titles.—Royalty waits on Democracy. Amid the shell-torn ruins of Ypres Cathedral. A forest picnic makes the queen's camera click. From the balcony of the Royal Palace at Brussels, King Albert, the President, Mrs. Wilson and the Queen acknowledge the plaudits of thousands. Mr. Wilson and Cardinal Mercier whose indomitable spirit awed the hosts of Germany. Uncle Sam's foster children cheer the departing guests.

SOMETHING on this living Book

Hundreds of the finest theatres are rounding out their programs with the NEW SCREEN MAGAZINE, and not alone giving a finer performance by the addition of the NEW SCREEN MAGAZINE, but building up a following of people from every walk of life who are intensely interested in all the new and strange things in inventions, science, art, industry, housekeeping, sports, zoology, travel, dancing, trick photography and dozens of other novel and fascinating subjects. The NEW SCREEN MAGAZINE is one of your biggest drawing cards. You can make it as big every week as your costliest feature.



ASK THOSE

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FOR EVERYBODY
shelf of the World

Such theatres as THE CIRCLE THEATRE of Indianapolis, one of the finest houses in America—the big BRANDIES THEATRE of Omaha and scores of others are now making a feature of the NEW SCREEN MAGAZINE. It carries more novelties and more fascinating subjects than ever, making it as big a box office power as anything on the screen. Go see the last few issues. Let your eyes wander over the wonderful variety of subjects covered by the NEW SCREEN MAGAZINE and you'll understand why the best theatres in the land are contracting for it exclusively.

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offer
The Star of the World
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'The Hear
of Humanit

DOROTHY PHILLIPS

"DESTINY"

IT gets away from the beaten track of screen stories," says Genevieve Harris in the Chicago Evening Post, "and presents Dorothy Phillips, star of 'The Heart of Humanity,' in a role that will please the many admirers she won in the Holubar picture."

So much for the attendance—Dorothy Phillips' admirers are now counted by the million. What of the Story?

A picture that presents the most fascinating mystery of the ages—for all ages—the mystery of Fate. Are you, or are you not, master of your destiny? A question that you'll never solve while you live and a drama that will live in your memory every bit as long.

Directed by Rollin Sturgeon in masterful fashion and superbly acted by a picked cast. View it today at your nearest Universal Exchange.

UNIVERSAL Jewel

a perfectly

After all—for honesty—for sincerity—for the plain, straightforward language that convinces, you've got to go back to the small town

"WELL—I got thru with 'The Heart of Humanity.' Had the biggest crowd that this town ever had since it started in 1882. I advertised it well, as you can see by the bill of advertisements I used. The best part of it was—the show backed up everything the advertisements represented.

"EX-CONGRESSMAN FRANK M. EDDY introduced 'The Heart of Humanity' to the crowd as he had seen it in the Twin Cities this last winter. After he had made the introduction, the theatre doors were thrown open to the crowd with a dollar ticket in their hand.

"AFTER the show was over the outstanding crowd questioned the outgoing crowd as to the picture. Some of them were laughing—others had tears in their eyes. The general answer was that it was not a matter of the dollar—'Go and see it and you will see something you can never forget.'

"EVERYBODY now stands on the streets talking about 'The Heart of Humanity' and asking me whether or not I can get it back again. I promised that I would try my best to get it back later if possible.

"THE CROWD on the 17th filled the theatre twice. It could have filled the hall once or twice more, but it was late in the evening before we were through. Sunday, the 18th, it rained all day, but phone calls came asking if the show would run, provided the rain stopped. Towards evening

wonderful letter

the rain stopped and it did not take long before the theatre was filled again.

"**EVERYONE** who saw it expressed themselves by saying that it was not a matter of the dollar it cost. They would not have missed the show for any $10 bill—for it is something that can never be forgotten. I am sorry now that I did not order the show for at least four or five days. I am sure that the way the weather is now I could fill the house three times a day.

"**WHEN** I come to the city I will call on you and see if I can make arrangement for the return of the film in 60 or 90 days from now."

Yours truly,

A. G. ENGLUND.

Starbuck, Minnesota.

"THE HEART OF HUMANITY"

The Screen's Greatest Picture
Directed by Allen Holubar
featuring Dorothy Phillips

JEWEL

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EDDIE POLO

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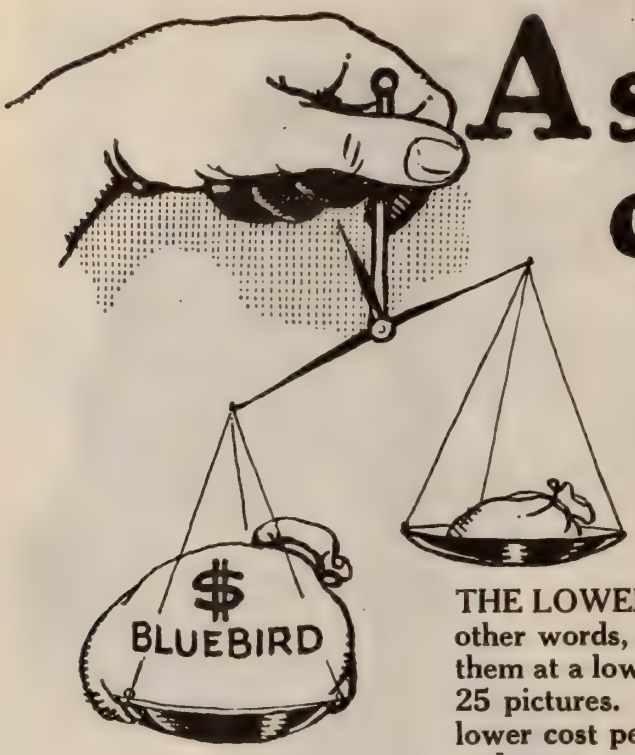


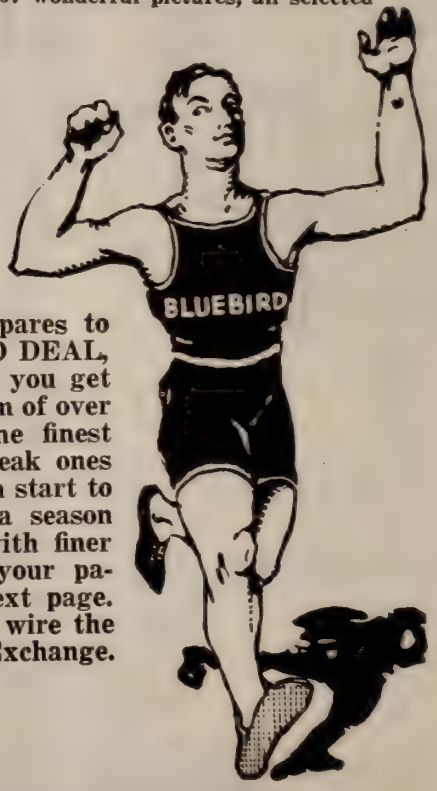
A sliding Scale of Prices—

IF you have read our SPECIAL BLUEBIRD GROUP BOOKING DEAL you understand that you get a sliding scale of prices on the pictures you book. You understand there are 67 superfine Bluebird Productions chosen from over 150 Bluebird releases. These 67 proven winners you can book on this basis—THE LARGER THE NUMBER YOU BOOK THE LOWER THE COST TO YOU PER PICTURE. In other words, if you book 50 of these 67 pictures you get them at a lower cost per picture than if you only book, say 25 pictures. And if you book all 67 you get them at a lower cost per picture than if you book only 50 of them, and so on.

BY consulting with your local Bluebird Exchange Manager he will quickly figure out for you how you can get an entire season's list of wonderful pictures, the cream of over 150 Bluebird releases at a cost per booking so low as to astonish you.

AND when you take into consideration that if you have never shown them in your house they are all as good to you and your patrons as the very latest feature releases, you can instantly see where you can make a young fortune this season by booking and showing every one of the 67 wonderful pictures, all selected for you in advance.

A whole Season's list of winners—



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"WATCH FOR THE BIG TWELVE"

Here's the List of

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Productions ready to start you on your season's biggest successes

Dorothy Phillips in
"THE GRAND PASSION"
"BROADWAY LOVE"

Priscilla Dean in
"SHE HIRED A HUSBAND"
"THE BRAZEN BEAUTY"
"WHICH WOMAN?"

Carmel Myers in
"THE LITTLE WHITE SAVAGE"
"WHO WILL MARRY ME?"
"ALL NIGHT"
"A SOCIETY SENSATION"
"THE DREAM LADY"
"THE CITY OF TEARS"
"BROADWAY SCANDAL"
"THE MARRIAGE LIE"
"THE WINE GIRL
"THE GIRL IN THE DARK"
"THE WIFE HE BOUGHT"
"MY UNMARRIED WIFE"
"THE LASH OF POWER"

Juanita Hansen in
"THE SEA FLOWER"

Marie Walcamp in
"TONGUES OF FLAME"

Frank Keenan in
"THE LONG CHANCE"

Herbert Rawlinson in
"BRACE UP"
"THE MAN TRAP"
"FLIRTING WITH DEATH"

Lois Weber in
"SCANDAL MONGERS"

Zoe Rae in
"DANGER WITHIN"

Louise Lovely in
"A RICH MAN'S DARLING"

Mae Murray in
"FACE VALUE"
"PRINCESS VIRTUE"

Fritzi Brunette in
"THE SEALED ENVELOPE"
"THE VELVET HAND"

Franklyn Farnum in
"THE EMPTY CAB"
"FAST COMPANY"
"THE FIGHTING GRIN"
"$5,000 REWARD"
"THE SCARLET CAR"
"THE WINGED MYSTERY"
"ANYTHING ONCE"
"A STORMY KNIGHT"

Ella Hall in
"A MOTHER'S SECRET"
"MY LITTLE BOY"
"THE SPOTTED LILY"

Francis Ford in
"THE CRAVING"

It's Universal's Anniversary Month

Rupert Julian in
"MYSTERIOUS MR. TILLER"
"MOTHER O' MINE"

Edith Roberts in
"A TASTE OF LIFE"
"SET FREE"
"LOVE SWINDLE"
"THE DECIDING KISS"

Monroe Salisbury in
"THE MILLIONAIRE PIRATE"
"HUGON THE MIGHTY"
"THAT DEVIL BATEESE"
"THE EAGLE"
"WINNER TAKES ALL"
"THE SAVAGE"
"THE DESIRE OF THE MOTH"
"THE GUILT OF SILENCE"
"THE RED, RED HEART"
"HUNGRY EYES"
"HANDS DOWN"

Ruth Clifford in
"THE GAME'S UP"
"THE CABARET GIRL"
"FIRES OF YOUTH"
"THE LURE OF LUXURY"
"MIDNIGHT MADNESS"

Violet Mersereau in
"TOGETHER"
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SMILING PETE MORRISON

Co-Starring with Beautiful MAGDA LANE

Review His Latest Two-Reel Western Release

"JAWS OF JUSTICE"

AT ANY UNIVERSAL EXCHANGE

It's going to Burn up your Territory

THE BIG NEW THRILLING

James J. Corbett

UNIVERSAL-SERIAL

"The Mid-night Man"

Speak to your nearest UNIVERSAL EXCHANGE

NOW..... DON'T PUT IT OFF- DO IT NOW!

Harry Carey

GREATEST OF ALL WESTERN CHARACTERS

in "BARE FISTS"

UNIVERSAL SPECIAL ATTRACTION

The MOVING PICTURE WEEKLY

MONROE SALISBURY IN "The MAN in the MOONLIGHT"

VOL. 8. NO. 23
JULY 26 1919

EDDIE POLO

Sensational Star of "The Lure of the Circus" in THE FAMOUS CYCLONE SMITH STORIES

10
COMPLETE STORIES
2 Reels Each

TEN super two-reel productions handled in the same way as the biggest 5-reel features. And just as good and some better than your average 5-reeler, yet done in two wonderful reels. SPECIAL in titling, direction, story, action and photography. They're already the BIG DRAWING CARD in hundreds of houses. Are you reaping the profits from this series? Go to your nearest Universal exchange and see what these big two-reel SPECIALS offer you.

ALL UNIVERSAL EXCHANGES

If you haven't played "The RED GLOVE" says Marie Walcamp---

---you have one of the biggest serial suprises of years in store for you.

I am here to tell you that no serial ever filmed surpasses "THE RED GLOVE"

It's the classiest, most artistic serial before the public today and the Exhibitor who doesn't play "THE RED GLOVE" is turning his back on 18 weeks of positive profits.

The one and only reason any sane exhibitor can advance for not booking--"THE RED GLOVE" might be lack of open dates, but you can take it straight from me that if you haven't an open date, it will pay you to shelve some other serial and play "THE RED GLOVE" for reasons similar to these that you will read here---for example---George L. Madison of the Kozy theatre of Chicago says---(see next page)

I played the first episode of your "THE RED GLOVE" serial last Monday and packed them in at the Kozy theatre. It's a crackerjack serial---never had one to beat it---and what tickles me is the capacity houses on the opening episode---for if I can get them in on the opening episode, it means capacity for 18 weeks for me."

"The RED GLOVE"

Now read this from another Chicago exhibitor ---"Believe me 'THE RED GLOVE' is a knockout---I sure want this for the RATON and repeat at the ISIS and will use it on the entire circuit soon. Am now showing it at this REX to best houses any serial ever pulled for me. It's a bear cat and no mistake. Come on with more like---'THE RED GLOVE.'"

And read this letter from a woman exhibitor of the CENTRAL THEATRE, New York City. "I'm doing a wonderful business on "THE RED GLOVE" serial. It's an exceptional serial and I thought you'd be glad to know how big my results have been with it."

"The RED GLOVE"

And then get this from the Alhambra and Photo Lyceum theatres of Brooklyn, N. Y. "Every time I show an episode of --- "THE RED GLOVE" there's a small riot, and on several episodes I could have used several policemen to keep the crowds in line---business is great --- I've never played any serial that went over as big, and the crowds get so big you'd imagine I was giving away gold dollars free."

And then read these: "We are using 'THE RED GLOVE' at three of our houses—The Golden Rule, The Bushwick Palace and the Windsor Terrace, and all three are mopping up with it. Best serial we ever played in our history. (Signed) H. GROSS, Brooklyn, N. Y."

"We are tremendously pleased with our business on 'THE RED GLOVE.' Our patrons are 'nuts' over it. Both houses raking in the kale with it. The Beauty and at the Essanay. (Signed) JOHN WOLF, Pres.
Wissland Theatre Corp., N. Y.

The Sheffield Theatre, Brooklyn, says: "THE RED GLOVE" played our circuit of six houses, and beat anything that has preceded it. Bring on more like this one. It's a mint for us."

"The RED GLOVE"

NOW GET THIS FACT PLANTED: The days of "kidding" exhibitors on serials are past. Either a serial is a winner or a flivver, and exhibitors find it out mighty quick, and these letters, taken at random from hundreds, PROVE BEYOND THE SHADOW OF A DOUBT that "THE RED GLOVE" is a tremendous winner. Get the big ad campaign book—see the ads, posters, lobby displays, stunts and big helps to bring the coin home to you for eighteen straight weeks—THEN BOOK IT IMMEDIATELY and boost it to the limit.

CONSULT YOUR NEAREST UNIVERSAL EXCHANGE

¶ The entire Universal organization from the president down to the smallest office-boy extends its thanks and appreciation to exhibitors throughout the country for the magnificent co-operation in celebrating our glorious Seventh Anniversary. The extent of the country-wide response was splendid, prompting us to still greater achievements in the days to come.

LAST WEEK OF UNIVERSAL'S ANNIVERSARY

The few remaining days of July (which month ends our big seventh birthday) will still give those who haven't tested our newer and greatly improved goods, a great opportunity to learn how wonderfully Universal has advanced in the making and marketing of truly fine pictures.

LAST WEEK OF UNIVERSAL'S ANNIVERSARY

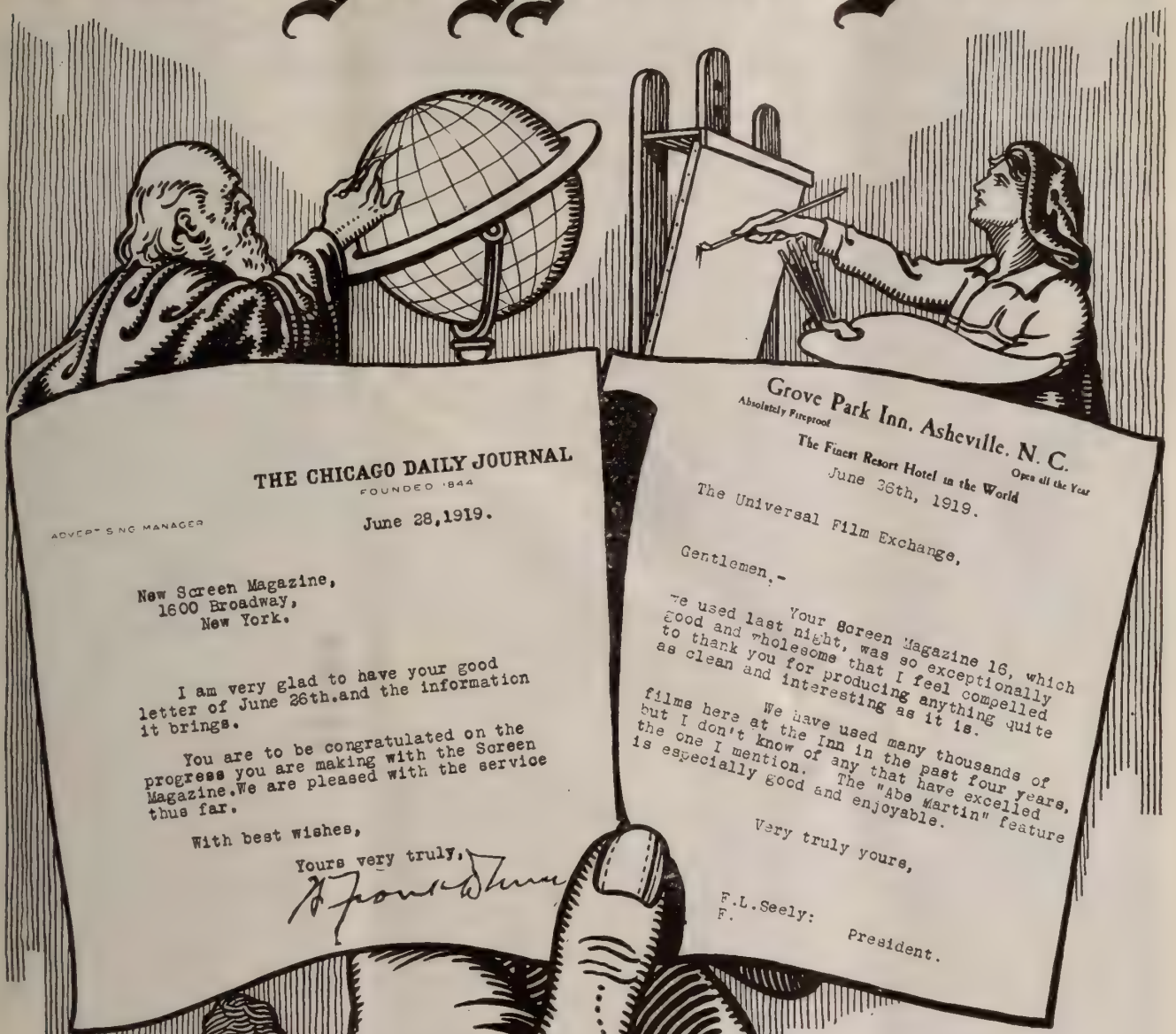
¶ Our exchange managers in every branch are eager to prove to you, on the screen, what we say in words about our finer goods and our vast strides in producing that high-calibre of pictures that builds for permanence of prestige and profits for the trade.

LAST WEEK OF UNIVERSAL'S ANNIVERSARY

¶ Our last word to you, therefore, in closing the celebration of this seventh happy birthday is: Go view privately, if you desire, all our latest Universal Special Attractions, our Jewels and our other pictures. It will give you a new understanding of why Universal now leads the procession. Gentlemen—our thanks and appreciation of your congratulations and good wishes.

LAST WEEK OF UNIVERSAL'S ANNIVERSARY

Growing Bigger Every Week



THE CHICAGO DAILY JOURNAL
FOUNDED 1844

ADVERTISING MANAGER

June 28,1919.

New Screen Magazine,
1600 Broadway,
New York.

I am very glad to have your good letter of June 26th.and the information it brings.

You are to be congratulated on the progress you are making with the Screen Magazine.We are pleased with the service thus far.

With best wishes,

Yours very truly,

Grove Park Inn. Asheville. N. C.
Absolutely Fireproof
The Finest Resort Hotel in the World
Open all the Year

June 26th, 1919.

The Universal Film Exchange,

Gentlemen,-

Your Screen Magazine 16, which we used last night, was so exceptionally good and wholesome that I feel compelled to thank you for producing anything quite as clean and interesting as it is.

We have used many thousands of films here at the Inn in the past four years, but I don't know of any that have excelled the one I mention. The "Abe Martin" feature is especially good and enjoyable.

Very truly yours,

F.L.Seely:
F. President.

READ

these letters, then go see the latest issues at your nearest

UNIVERSAL EXCHANGE

New Screen Magazine

"WATCH FOR THE BIG TWELVE"

THE MOVING PICTURE WEEKLY
A MAGAZINE FOR MOTION PICTURE EXHIBITORS
Published Weekly by the MOVING PICTURE WEEKLY PUB. CO.
1600 BROADWAY, NEW YORK CITY
PAUL GULICK, *Editor* JOE BRANDT, *Bus. Mgr*
(*Copyright* 1919, *Universal Film Mfg. Co. All Rights Reserved*)
VOL. 8. JULY 26, 1919. No. 23

COMING UNIVERSAL EVENTS

Screen Magazine's humorous and interesting way of telescoping nature.

PRAISED SHORT SUBJECT AND IGNORED THE FEATURE.

ONE of the most unusual tributes ever paid to a short motion picture subject was that of Harriett Underhill, the widely-known critic of the New York Tribune, to the Major Jack Allen animal picture, "The Leopard Hunt," which was shown at the Rialto Theatre in New York during the week of July 6. This is perhaps the first time that a short subject was given the lead in a newspaper review in New York City. Practically every audience at the Rialto that week gasped in admiration of the wonderful work of Major Allen and the excellent photography.

Starting with the name of the featured picture, the Underhill review reads: " . . . , which is the feature picture at the Rialto this week, is not nearly so imposing or exciting as "The Leopard Hunt," a film which shows Major Jack Allen capturing a leopard single-handed and tying him to a tree, while he sits down two feet away to smoke his pipe. It seems an impossible feat—not the capturing of the wild beast, for that we know was done —but photographing the scene. It was really a thrilling performance, and after it the feature seems to come as an anti-climax."

Two more of these exceptional pictures will be shown at the Rialto Theatre within the next two months. They are "Bear Trapping" and "Lion Trapping," and the entire group of three pictures will be given immediate release. The pictures are Universal, made under the direction of Major Jack Allen.

FINESSE USED TO PUT OVER SCREEN MAGAZINE SUBJECT.

THE efforts to secure novelties for the Screen Magazine have met with wonderful results. To-day the New Screen Magazine stands without a rival in its field, and, still, the efforts to improve it have not lessened, and it is still in the market for anything of an entertaining nature.

The editor of the Screen Magazine has frequently found that a certain portion of people in every audience resented what they choose to call playing on their sensibilities. For instance, there is nothing more wonderful in the world than the infinite number of strange creatures which inhabit it, and nothing so greatly interests the maority of people as the peculiar habits and manner of living of these animals, birds and insects, but just the same, the miscroscopic views of insects have been frequently repellant to some persons. It was discovered, however, that the entertainment value could be just as well obtained and the repellant feature entirely eliminated by cartooning the insects and presenting them on the screen in the familiar animated cartoon style.

All the habits of the insects are depicted and all facts are vouched for by scientific authority, but there is absolutely nothing gruesome or disturbing to any one in this manner of presentation. The illustration on this page shows the musical beetle and the manner in which he turns himself into a musical instrument by scraping his wing along his leg. Other insects which are shown in the same way are the Mantis, a strange-looking bug which feeds on flies and captures them by an ambush. The habits of the spider are shown, and for variety, the "beer bug's" demise is humorously depicted.

This is but one phase of the Screen Magazine's content, but it shows that with finessé a fact may be put over which otherwise would be taboo.

NOW HE'S FOR RAINBOW.

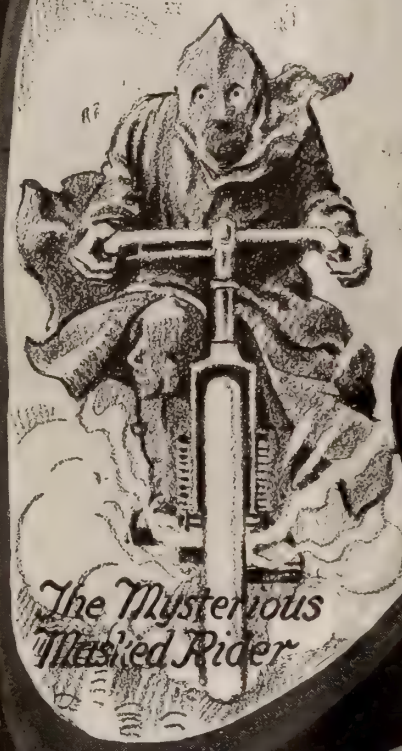
MONT. MURRAY, the operator at Steeplechase, Coney Island, is widely known in New York as an expert critic of pictures. Steeplechase not being open in the winter-time, he has had a wide experience all over Brooklyn and the United States. By mistake a Rainbow Comedy which will not be released until Fall, was sent to him in place of one of the comedies which he had expected to get. The next day he came roaring into the office and nearly took the head off of the booker, but he wound up by admitting that the Rainbow was the finest comedy that he had ever seen in his life—in fact, it was a perfect comedy. He is now looking forward eagerly to September, when the first of the Rainbows will be released. Rainbow certainly made a big name with Mont, and it is going to make one with every other exhibitor. You watch it.

Book this latest two-reel western, featuring Smiling PETE MORRISON and beautiful MAGDA LANE. See it first (if you have time) at your nearest Universal Exchange. If not, book it on our recommendation; then book all the past releases and watch the following you will create with these two popular players. Here you have the biggest short subjects on the market, the kind for which Universal is famous. To be seen and booked through all

UNIVERSAL EXCHANGES

Might brings—

Thrills galore!



The Mysterious Masked Rider

ELMO

why is it?

Crowds & Profits BOOK

Elmo Lincoln IN "THE MIGHTY"

that the very minute a new Universal Serial is announced in the trade papers, exhibitors rush to get their bookings? Why is it that this latest Universal Serial, "ELMO, THE MIGHTY," featuring the great ELMO LINCOLN and Grace Cunard, has already established a new record for bookings in all exchanges?

Why is it that with only a few episodes of "ELMO, THE MIGHTY," so far released it is already—

SENSATIONALLY SUCCESSFUL

BECAUSE—"ELMO, THE MIGHTY," possesses advertising possibilities that NO OTHER SERIAL EVER FILMED possesses. And what are they? Such tremendous punches as—ELMO LINCOLN'S nation-wide reputation as Sar of "TARZAN OF THE APES"—seen by millions, and as the Blacksmith in "THE KAISER, THE BEAST OF BERLIN"—also seen by many more millions. That's the advertising dope you have, backed by a serial that's—

PACKING 'EM IN

—and not only in regular serial houses, but by great big theatres, such as the Jensen and Von Herberg theatres, and others of that class. Get a copy of the big advertising and publicity campaign book that shows you in detail how to put over—"ELMO, THE MIGHTY," for 18 solid weeks. DO IT NOW!!!!! Play this "whale of a star in a whale of a serial." GET BUSY.

BOOK NOW TRU ANY UNIVERSAL EXCHANGE

A TELEGRAM FROM CARL LAEMMLE

No. 246 Straight from the Shoulder Talk By Carl Laemmle, President, Universal Film Manufacturing Company.

Publish following as straight from the shoulder talk to exhibitors:

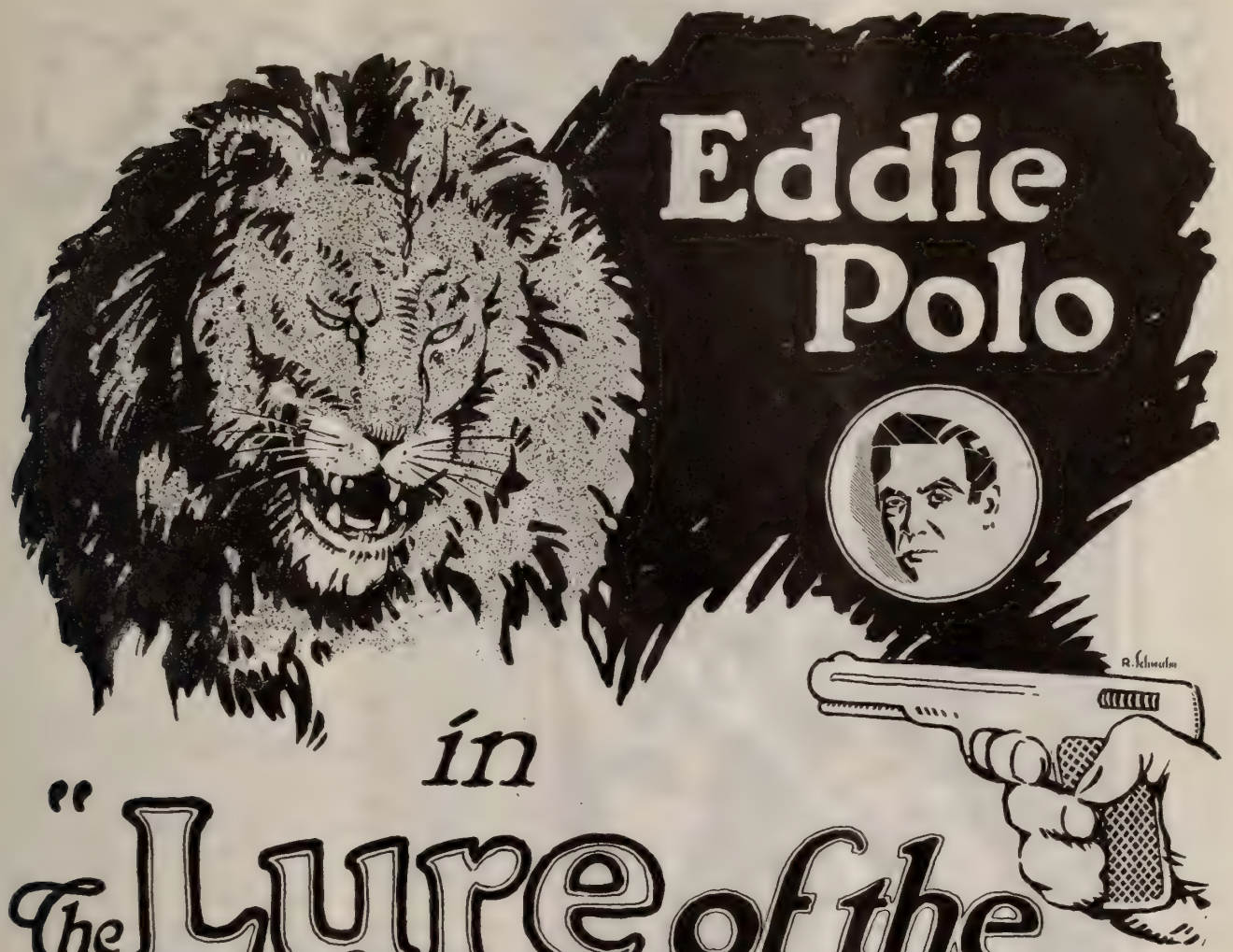
"Exhibitors everywhere, I repeat with all the power at my command my former advice to keep more dates open than you ever kept before. Be ready for every good thing that comes along.

"If you thought there were stacks of pictures on the market in the past, this Fall will show you that a complete revolution is to take place. There will be so many good pictures that you cannot possibly be in any danger of running short on attractions.

"Any exhibitor in these hustling times who OVERBOOKS and then has to put pictures on the shelf and pay for them because he wants to book some new winner is simply throwing money to the four winds.

"In the name of Profit, LOOK BEFORE YOU BOOK and don't be misled by claptrap schemes. Forget the hole and look at the doughnut. Forget the schemes and look at the pictures.

CARL LAEMMLE,
Universal City, California.



STILL PLAYING
CAPACITY
IN HUNDREDS
OF HOUSES

What serial do you recall that ever retained its power to pack 'em in after 10 months of exhibition? What serial do you know of that has REPEATED in the same towns as high as five times in different theatres? That's what "THE LURE OF THE CIRCUS" has done and IS DOING. It's the surest, safest serial bet you ever played. It's the biggest spectacular serial ever filmed. It's the biggest money-getting serial in years. WHAT MORE CAN ANY SANE MAN ASK FOR? Go see it at your nearest Universal Exchange.

BOOK THROUGH ANY UNIVERSAL EXCHANGE

A story read by America's millions for over fifty years

The Outcasts of Poker Flat

featuring

HARRY CAREY

in

Bret Harte's Famous Classic

NO production of the present season surpasses this Bret Harte classic. No scenes ever shown on any screen surpass the magic and lure of the old river steamboat and the mining camp of the early days of the Golden West.

As "WID" says: "You've got MORE to work with here than the average feature." "Bret Harte's stories are a tradition, even among those who have never read them"—and— "THE OUTCASTS OF POKER FLAT" is one of the most famous of his tales."

Handle this feature in the most artistic manner possible, and a four-day run will convince you of the growing power of Harry Carey in such big stories as this. Private reviews may be had at any Universal Exchange.

A UNIVERSAL SPECIAL ATTRACTION

"WATCH FOR THE BIG TWELVE"

JOE MARTIN SOLILOQUIZES

Didja see what the New York Times said about the Crown Prince in his new comedy, "Hiding in Holland?" It said that Fred Hohenzollern "is not nearly so funny as Chaplin."

Not a single word about me. Not a whisper.

No wonder I'm sore. Here I am, working my dam-head off, a regular chimpanzee giving an imitation of a human being's imitation of a chimpanzee--and yet there are still some critics who don't realize that I am the only standard of comparison. Whyinell do they still use Chaplin as the standard?

All Chaplin has is a little moustache sticking up his nose, while I've got hair enough all over me to start a bush league!

All Chaplin has is two funny feet. I've got four and I can act with the whole quartet of 'em. Yes, and besides that, I've got a tail and Chaplin hasn't.

What's more, the boss of the Universal is getting more money for my "Monkey Stuff" and "Jazz Monkey" pictures than anybody is getting for anything. Yes, even more than Dickmetro Rowland is getting for Nah-tzee-moh-vah.

I'm worth more.

The other day the elephant in the next cage shoved his trunk half way into my ear and suggested that I organize myself into a stock company, chase down to Wall Street, sell a gob of stock and make enough coin to be able to swing by my tail on the limb of a tree for the rest of my life.

I put it up to the boss and he said no, he wouldn't stand for that because he could make more money out of me by making more pictures and soaking the dearly beloved exhibitors the highest price on record.

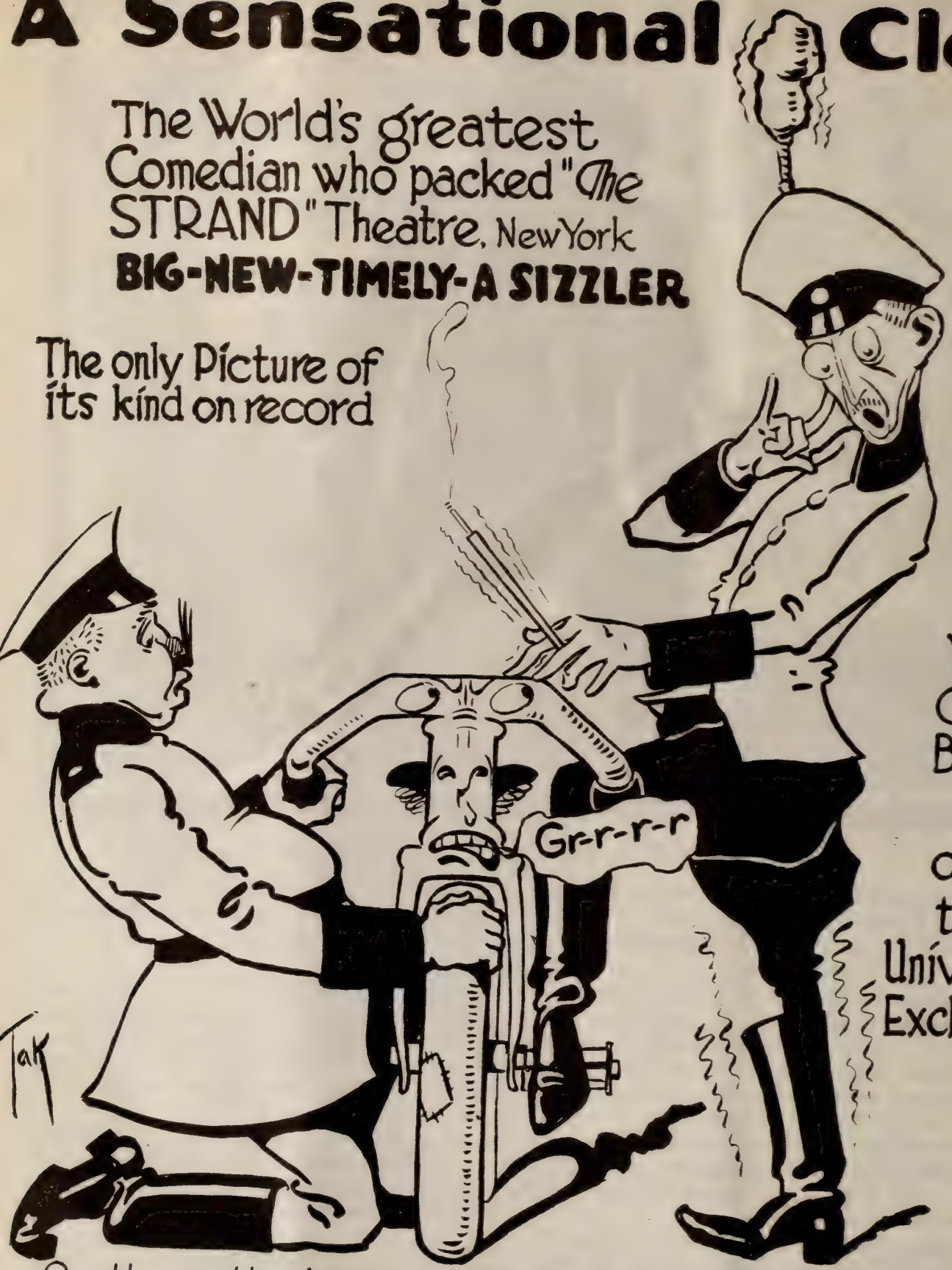
So, I guess there's nothing left for me to do but pull a fake retirement and get a little more publicity for a while. Being a movie star keeps one so dreadfully busy, thinking of things to do to keep folks talking about one.

A Sensational Clea

The World's greatest Comedian who packed "The STRAND" Theatre, New York

BIG-NEW-TIMELY-A SIZZLER

The only Picture of its kind on record



You Can Book it only thru Universal Exchanges

Our Hero recklessly mounts the ferocious Bycycle

Up if you act Quick !!

The Laughing Stock of The World—"The

CROWN PRINCE

OF GERMANY playing the leading part in

"Hiding in Holland"

Staged by himself in Holland for his own benefit.

Universal Film
EXTRA
The World's Greatest Comedian
The Laughing Stock of the World
PLAYING THE LEADING PART
in "HIDING" in HOLLAND
Staged by Himself in Holland for His Own Benefit

One-Sheet Poster

Get this today!!!

WIRE!!! for this latest Universal moving picture scoop. WIRE!! for this winner that packed THE STRAND THEATRE, N. Y., to capacity.

Special posters and special newspaper ads all ready for you. ACT QUICK. It's timely. It's a whale of a money-getter. WIRE for it. NOW—within the hour.

WIRE YOUR NEAREST UNIVERSAL EXCHANGE TODAY

Three-Sheet Poster.

Publicity for "THE MAN IN THE MOONLIGHT"

ADVANCE NOTICE.

THE tang of the northwoods pervades the thrilling dramatic action of "The Man in the Moonlight," Monroe Salisbury's newest Universal starring vehicle, which opens at the ——— Theatre for a ——— days' run on ———.

The play is one of murmuring pine and hemlock country made famous by Longfellow in "Evangeline."

Salisbury is seen as a lovable, devil-may-care outlaw, poison to the police but ready to lay down his own life to save a friend. He portrays the rôle of "The Nightingale" most convincingly and should add still further admirers to the list he already is well justified in claiming.

The supporting cast is notable, including William Stowell, often seen as Dorothy Phillips' leading man; Alfred Allen, the veteran character; Colleen Moore, Virginia Folts, formerly a musical comedy favorite in "Madame Sherry," plays a mother rôle; Ethel Ritchie, formerly a Balboa star; Arthur Jasmine, Harry DuRoy, Johnnie Cooke and Sydney Franklin.

His thrilling adventure with the Northwest Mounted Police and the colorful romance which develops between the sister of the lad he saves from death and prison, furnish the big situations of the production.

REGARDING THE STAR.

WHEN the ambition of a motion picture star is to be as great an actor as Richard Mansfield, his work shows the height of the goal to which he aspires. To be as great as Mansfield is the ambition of Monroe Salisbury, Universal star, who appeared in support of the great Mansfield before he answered the call of the silent drama.

Salisbury was born in Buffalo, N. Y., toured the country in companies with Mansfield, John Drew, Mrs. Fiske and other favorites of the day. On one swing across the country he found himself rather longer than usual in Southern California and forthwith decided to remain. That was eight years ago, and picture-making was not a very serious industry to the star at that time. He acquired forty acres of wonderfully fertile land in the beautiful San Jacinto valley and settled down to the fascinating life of a citrus rancher. Then the motion pictures ascended to the heights of artistic expression, and Salisbury entered the work with an enthusiasm that spurred him into stardom.

His first big starring vehicle was as "Alessandro," the fine Indian in "Ramona." From then on he surged ahead until Universal called him to play stellar rôles in romantic photodramas written especially for his interpretation. Monroe Salisbury divides his time between Universal City and his thriving citrus ranch. He is an eager reader, a daring sportsman, a deep-sea fisherman, a fearless horseman, and—what is more—a photoplayer whose pictures pack theatres.

Among his latest successes may be named "The Sleeping Lion," "The Blinding Trail" and "The Man in the Moonlight," which opens ——— at the ——— Theatre.

PRE-EXHIBITION NOTES.

Monroe Salisbury is shown in the most romantic rôle of his successful screen career in "The Man in the Moonlight," the Universal production which comes ——— to the ——— Theatre. The star appears as Rossingnol, the Nightingale, an outlaw of the French-Canadian north.

Monroe Salisbury is a strange combination of M'sieur Beaucaire, Ben Turpin and Robinhood in "The Man in the Moonlight," his latest Universal success, which is to be shown ——— at the ——— Theatre. The photoplay deals with the French-Canadian north, and the dramatic action of the old Royal Northwest Mounted Police.

HERALD.

BEAUTIFUL Rosine Delorme was very sad, and who could blame her? She was to have been married that evening to Sergeant O'Farrell of the Royal Northwest Mounted Police. Even now the guests were still assembled in her father's orchard. But how could one marry a man who hac just received orders to track down and capture the notorious Rossingnol, a picturesque outlaw, and Louis Delorme, her own brother. She had retired to her room to consider. Suddenly the window of her bedroom was noiselessly opened, and a low voice said: "Mam'selle, your brother is wounded. He is in the cabin on the Passage de Mort and is in need of food and aid." Instantly she knew the stranger to be the dreaded Rossingnol. Summoning her courage, she said: "Wait, I will go with you." Her heart was divided against itself by her love for her brother and for her fiancee, who was now tracking him. And here she was aiding and abetting an escape and entrusting herself to the unknown chivalry of a criminal character about whom she knew nothing but the worst. But his eyes were compelling and held her by a strange power. After a long, perilous night journey over the mountains, they arrived at the cabin and found it—empty Her brother was not there! Then—but you must see "The Man in the Moonlight" at the ——— Theatre

One-Sheet Poster.

UNIVERSAL

SPECIAL ATTRACTION

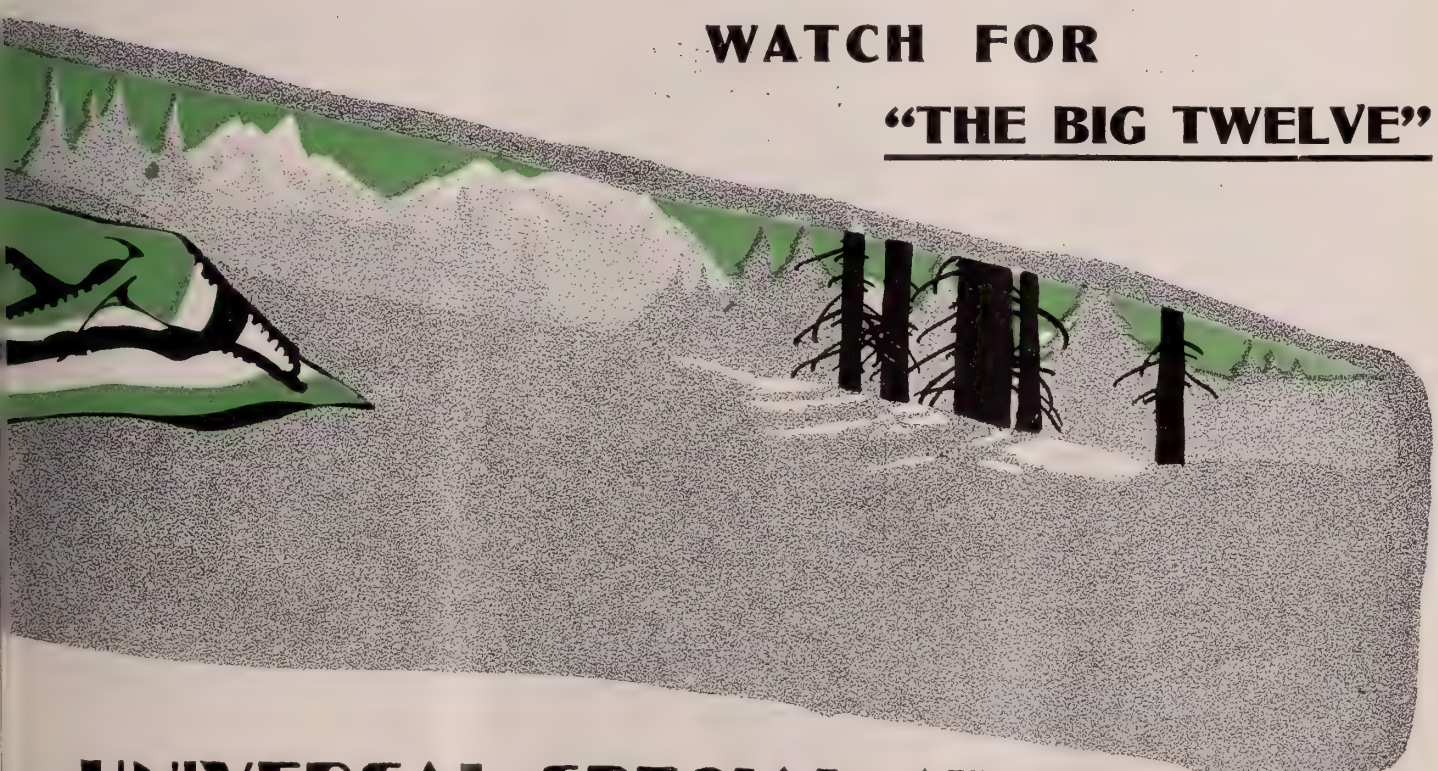
MONROE

IN A FASCINATING ROMANCE OF THE CANADIAN WOODS PHOTOGRAPHED IN THE PINE & HEMLOCK COUNTRY MADE FAMOUS BY LONGFELLOW'S EVANGELINE

"The MAN in the MOONLIGHT"

SALISBURY

AS a successful Exhibitor you never "buck the current"—you swim with it—you give the people what they want. And in these after-the-war days, when people are still in an emotional state, they want emotional plays. Romance! Nobility of Soul! High Ideals! These are the chief elements of every Salisbury Production. And they are, too, the elements of every classic play and story since the world began. That's why the past year has seen Monroe Salisbury advance into the very front rank of America's popular emotional actors. And in "THE MAN IN THE MOONLIGHT" you'll be giving them all they want—a picturesque, romantic, heroic character, appealing to their love of adventure—a lovable, devil-may-care outlaw. No man who wouldn't fight for him—no girl he couldn't kiss! You will do well to view this remarkable drama at your earliest opportunity. Your nearest Universal Exchange.



WATCH FOR

"THE BIG TWELVE"

UNIVERSAL SPECIAL ATTRACTION

HARRY CAREY

"BARE FISTS"
"A FIGHT FOR LOVE"
"RIDERS OF VENGEANCE"
"THE OUTCASTS OF POKER FLAT"

MAE MURRAY

.."WHAT AM I BID?"
"THE BIG LITTLE PERSON"
"THE DELICIOUS LITTLE DEVIL"

RUPERT JULIAN

"THE FIRE FLINGERS"

Universal Special Attractions

PRISCILLA DEAN

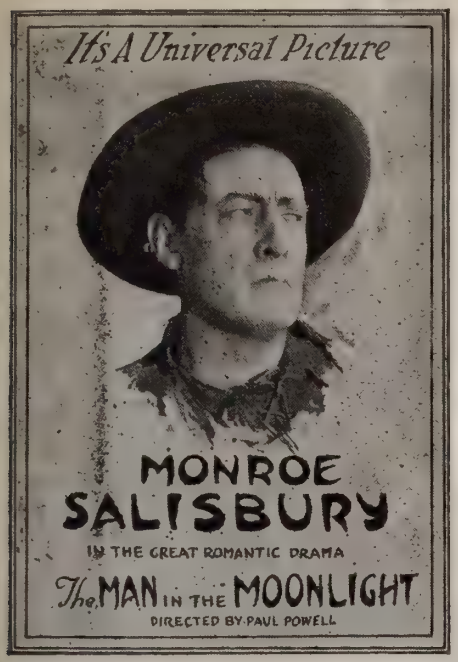
"THE WILDCAT OF PARIS"
"THE WICKED DARLING"
"A SILK-LINED BURGLAR"
" THE EXQUISITE THIEF"
"PRETTY SMOOTH"

MARY MacLAREN

"THE UNPAINTED WOMAN"
"THE WEAKER VESSEL"

SOME folks think that the Universal is competing with them in the production of fine pictures, but the truth is that the only competitors we know are Today and Yesterday. Tomorrow always has those two to beat—and as each tomorrow comes, we do it! That's why a man who thought he was competing with us said: "The Universal has shown more improvement during the past year than any other concern in the business." View any one or all of the Special Attractions listed herewith at your nearest Universal Exchange and you'll see the reason for his frank acknowledgement.

UNIVERSAL



One-Sheet Poster.

AT A GLANCE.

SUBJECT—"The Man in the Moonlight."

LENGTH—Six reels.

STAR—Monroe Salisbury.

PREVIOUS HITS—"The Sleeping Lion," "The Guilt of Silence," "The Blinding Trail," "The Savage," "The Desire of the Moth," etc.

DIRECTED BY—Paul Powell.

STORY BY—Elliott J. Clawson.

SCENARIO BY—Elliott J. Clawson.

SUPPORTING CAST—William Stowell, Alfred Allen, Colleen Moore, Arthur Jasmine, Harry Du Roy, Sydney Franklin, Virginia Foltz, Ethel Ritchie and Johnnie Cooke.

LOCALE—The Canadian Northwest.

TIME—Now.

THUMB-NAIL THEME—The story of a French-Canadian outlaw who duels with the Royal Northwest mounted police, saves the brother of the girl he loves and meets death with sufficient bravery to atone for his sins.

Service Page for "The Man in the Moonlight"

Story by Elliott J. Clawson.

Directed by Paul Powell.

Rossingnol	**Monroe Salisbury**
Sergeant O'Farrell	**William Stowell**
Captain Heinrich	**Arthur Jasmine**
Ferguson	**Harry Du Roy**
Pierre Delorme	**Sydney Franklin**
Mother Delorme	**Virginia Foltz**
Rosine	**Colleen Moore**
Mysterious Lady	**Ethel Ritchie**
Sancho Jones	**Johnnie Cooke**

THE STORY.

SERGEANT O'FARRELL of the Northwest Royal Mounted Police was indeed a fortunate man. Pretty Rosine Delorme, his bride-to-be, seemed depressed, however, and remained apart from the bantering guests in her father's orchard who were gathered to attend her marriage. She had good reason, for her brother Louis was in jail, his name coupled with that of Rossingnol, a devil-may-care outlaw. Suddenly a courier rides up with orders for Sergeant O'Farrell from the commandant at the fort. They read: "Proceed at once to forks in Red River, where you will meet Captain Hendricks. Deliver enclosed orders to him. For your information, Rossingnol and Delorme have escaped. Delorme was wounded." The marriage is postponed and Rosine goes to her bed-room. The window is slowly opened from the outside, and a stranger calls softly: "Mam'sell, your brother is at a cabin in the Passage Du Mort. He is safe, but badly wounded. He must have aid and food; also Sergeant O'Farrell's orders must not be delivered to Hendrick."

Rosine steals the orders from Sergeant O'Farrell. At midnight, Rosine Delmore and Rossingnol ride toward the Passage of Death. Sergeant O'Farrell, discovering the loss of the orders, races back to recover them, and then, meeting Hendrick, the entire troop of officers race to the forest after the outlaw. Rosine and Rossingnol arrive at the cabin. Suddenly Louis Delorme steps into the shadows, wounded and foot-sore. He has seen five mounted men closing in on the cabin.

Rossingnol tells Louis to take his sister and hide in the bushes with the two horses. If he does not join them at the first shot they are to make a break for the border. Rosine kisses Rossingnol as she runs through the door. At the first shot she and Louis spur furiously across the border. The shot carried a bullet to the heart of Rossingnol, the Nightingale. Sergeant O'Farrell resigns from the service and joins Rosine and Louis in the United States.

ADVERTISING DISPLAY LINES

No man who wouldn't fight for him; no girl he couldn't kiss.

Give the devil his dues and see "The Man in the Moonlight."

Rossignol—A combination of M'sieur Beaucaire, Captain Kidd and Robin-Hood; an outlaw of the French-Canadian North.

"What is love?" he asked. "A girl in the moonlight," he answered himself.

The pass of death was Lovers' Lane for Rossingnol, the nightingale of the French-Canadian woods.

ADVERTISING PUNCHES.

1—The locale is in the land of Evangeline.

2—Fast action by the famous Royal Northwest Mounted Police.

3—A wonderful story with a terrific punch.

4—The presence of William Stowell, Colleen Moore and Alfred Allen in the supporting cast.

5—The pisturesque characterization of Rossingnol, the French-Canadian outlaw.

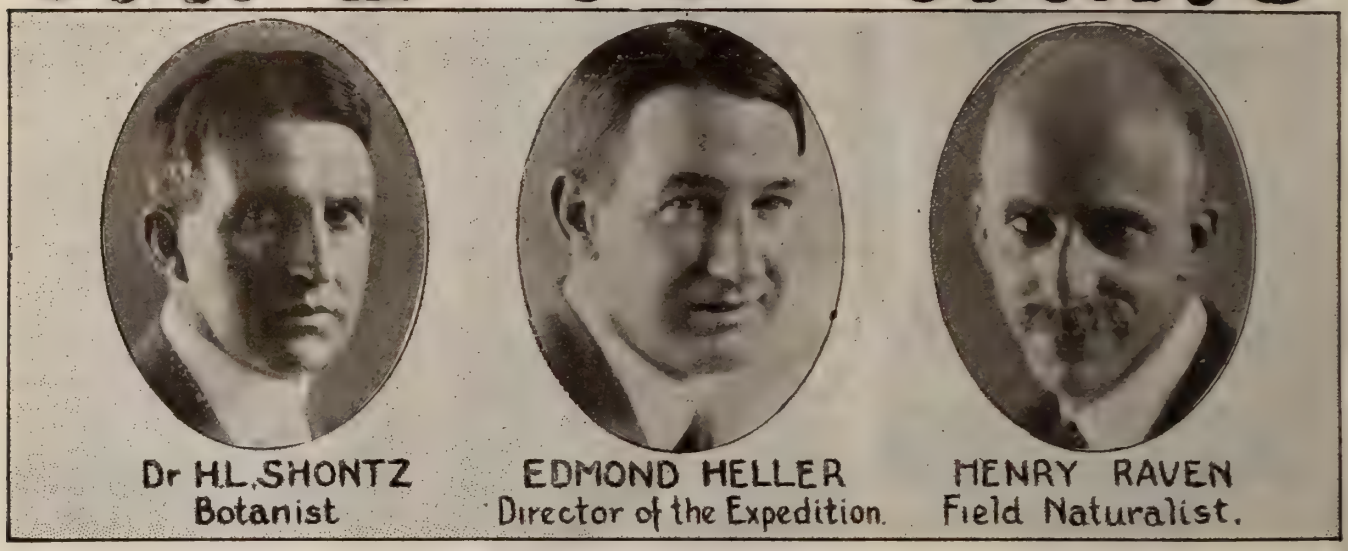
6—The unusual spectacle of a wedding feast being interrupted by the fact that the groom is ordered to track down the girl's brother.

7—Marking an epoch in photography; steroptic effects gained through an invention by Eddie Kull, the cameraman.

NOTE.

"What is love?" asked Rossingnol, the outlaw, of a girl whom he led to his mountain cabin. "A girl in the moonlight," he answered himself when she remained silent. Rossingnol is depicted by Monroe Salisbury in "The Man in the Moonlight," a Universal production which may be seen at the ——— Theatre on ———.

UNIVERSAL'S CAPE-TO-CAIRO



WITH FOUR FILM EXPEDITIONS UNIVERSAL SPANS THE WORLD FOR EDUCATIONAL FEATURES.

THE greatest educational motion picture enterprise in the history of the Industry has been launched by the Universal Film Manufacturing Company by direction of its president, Carl Laemmle. Within the brief space of the next thirty days it will be possible to say that the sun never sets on a Universal camera-man. Expert photographers will be cranking cameras for the Universal in every part of the world.

On July 16 there sail from the port of New York, on the Steamship "City of Benares," the largest and most complete and the best equipped expedition ever sent forward from this country to penetrate the unexplored regions of the world. Three weeks hence this expedition will land at Capetown, South Africa, and at that point will begin an exhaustive journey through Darkest Africa and will not be completed until the members of the expedition emerge a year later at Zanzibar.

African exploration, halted during five years of war, is to be resumed. In the exploring party are scientists, motion picture camera-men and directors, and a newspaper correspondent.

Officially, this expedition is known as the Smithsonian African Expedition in conjunction with the Universal Film Manufacturing Company. It is the largest in scientific scope since the famous Stanley Expedition that went forth in search of Livingstone half a century ago—it is larger than that headed by the late Col. Theodore Roosevelt after he retired from the presidency in 1909. The itinerary carries the party into unexplored parts of the Dark Continent, and was arranged by Dr. Charles Walcott, Secretary of the Smithsonian Institution, and Carl Laemmle, President of the Universal Film Mfg. Co.

For the first time in the history of this famous Government institution, it has joined hands with a motion picture concern to enrich the archives of scientific knowledge and bring the wonders, curiosities and natural history and anthropolagical research in vivid pictorial form before the cinema audiences of the world.

Edmund Heller, of Washington, D. C., a famous naturalist, is to be the director of the expedition, under the authority of the Smithsonian Institute. Mr. Heller's past experience in research work conducted both in this country and abroad, and foreign travel has been very extensive. He is a member of the Explorers' Club, Boone and Crockett Club and a member of the Washington and Philadelphia Academies of Science. He was the official naturalist and pilot of the famous Roosevelt expedition into East Africa. He was the official photographer with Paul Rainey, attached to the Czecho-Slovak army in Siberia in 1918. Mr. Heller is the author of numerous papers on animals, describing the original investigations in unfrequented parts of the world, and was joint author with Theodore Roosevelt of "Life History of African Game Animals."

Henry C. Raven, who was chosen as the field naturalist by Smithsonian Institute, for this expedition, has also had a wide experience in exploring and scientific work. He was at one time attached to the American Museum of Natural History, spent two years in Borneo, and has spent as much as eight and one-half months in the jungles without seeing a white man.

Homer Leroy Shantz, of Washington, was chosen by the United States Department of Agriculture as botanist and agricultural expert, to accompany the expedition. He was at one time professor of botany and bacteriology at the University of Louisiana. He was a special agent of the United States Bureau of Plant Industry at one time, is a member of many scientific and botanical societies and a contributor of numerous scientific articles to science journals. Before leaving on this expedition, he was co-operating in the preparation of a vegetable map of Africa for use at the Peace Conference.

This is the first time in the history of scientific research that a newspaper correspondent has accompanied such an expedition. The correspondent is Edward M. Thierry, representing the Newspaper Enterprise Association. This association covers and serves three hundred and fifty-five newspapers in the United States, Canada, Cuba and China.

EDWARD THIERRY
N.E.A. Correspondent

EXPEDITION

HENRY KOHLER
Laboratory Expert

Wm STOWELL
The Director

In view of the fact that these remarkable pictures will later be shown to the entire world, the advantage of having a correspondent with the expedition is readily seen. The advantage to exhibitors is self-evident, and never before in the history of the motion picture art has any picture, educational or otherwise, had such widespread publicity co-operation as will this wonderful series of pictures. The fact that long before the expedition returns to this country practically every person will have heard and read about the experiences of the explorers will be of the greatest assistance and value to exhibitors when showing the films.

For the first time in the history of science the motion picture will play an important part in the exploration of Africa. Motion pictures of known and heretofore unknown forms of animal, insect and reptile life, of races and tribes, many never before seen by white men, and unique life and customs, will be brought to America by means of the motion camera.

Directing all of the motion pictures for the expedition will be William Stowell, of Los Angeles. The secret trip of Mr. Stowell across the country now is explained. Stowell has been one of Universal's most successful leading men and has gained a country-wide reputation as a successful screen actor. He has appeared in the recent Universal pictures, "Paid in Advance," "The Man in the Moonlight," and was the aviator in "The Heart of Humanity." Mr. Stowell will have full charge of the selection of locales for scenic shots and other detailed photography while in this continent.

The chief photographer assisting Mr. Stowell is George Scott, one of Universal's most expert photographers and noted for his photographic feats with foreign expeditions in the South Sea islands, Indo-China and the Far East. Two other expert camera-men are accompanying the expedition. They are: Henry Kohler, of Chicago, and Pliny Horne, of Los Angeles. Both men have had a wide experience in scenic photography, and Mr. Kohler is an expert laboratory man. Dr. Joseph R. Armstrong, of Los Angeles, was chosen by Universal as business manager of the expedition.

The three scientists of the expedition will collect skulls,

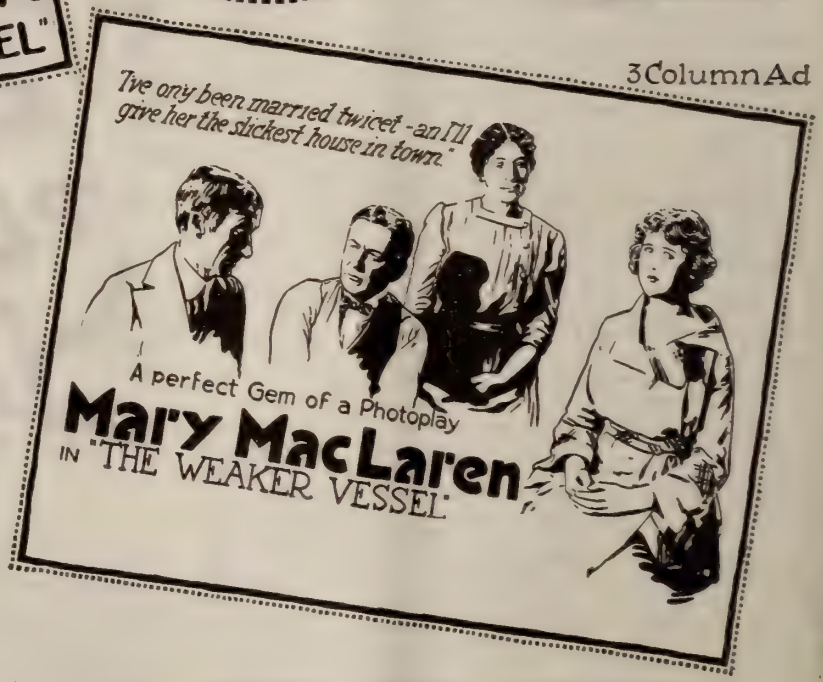
(*Continued on Page* 26.)

Mary MacLaren in "The Weaker Vessel"

Play This Superb Production for at least 3 to 4 days for the Big Money

2 Column Ad

3 Column Ad


I've only been married twice - and I'll give her the slickest house in town
A perfect Gem of a Photoplay
Mary MacLaren
IN "THE WEAKER VESSEL"

Use These Ads

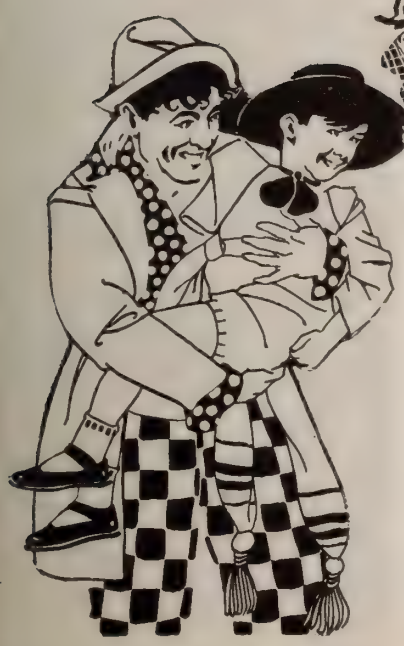
in your newspapers, programs, heralds, and other advertising on Mary MacLaren in —"THE WEAKER VESSEL." Don't advertise this superb picture in any ordinary way—do it in an extraordinary way and play it for a run of at least 3 to 4 days, for the unpurchasable mouth to mouth advertising will pack your house to capacity. Few big features match up to "THE WEAKER VESSEL" in entertaining power. It's one of the few real gems of the season. See it privately at any Universal Exchange and you'll book it for a run.

IT'S A UNIVERSAL SPECIAL ATTRACTION

MONROE SALISBURY

in his wonderful Italian characterization

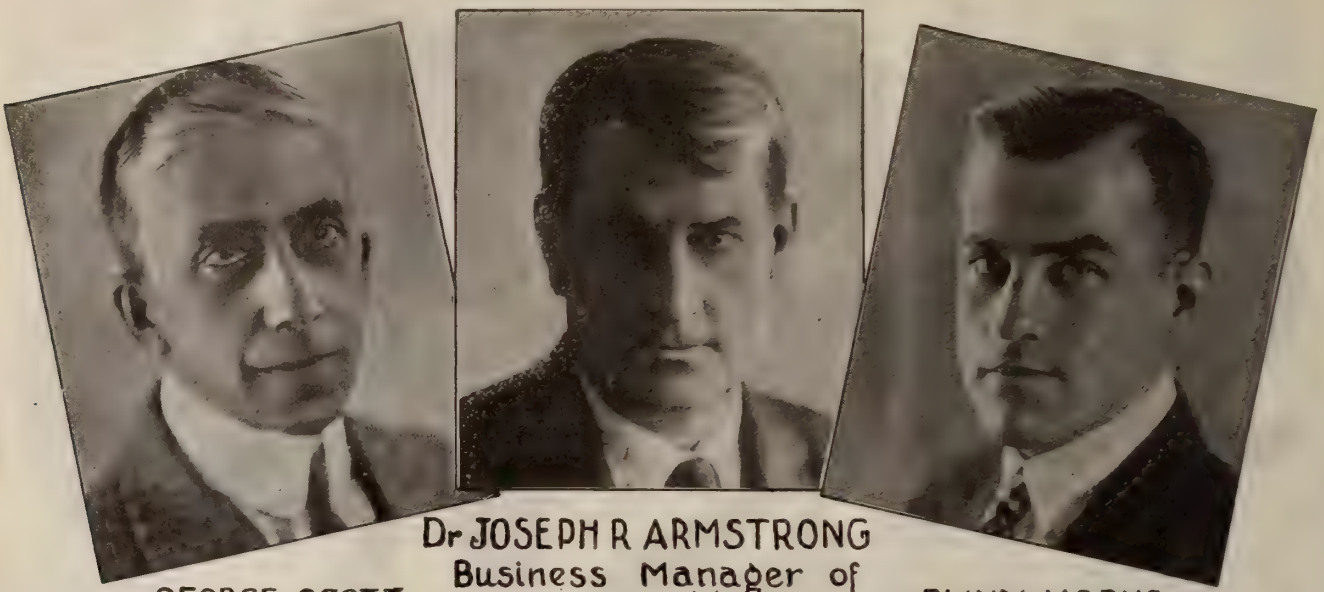
"The Sleeping Lion"



CHARACTERIZATIONS are very popular among screen fans. They see so much of the sex "mellers"—as WID says—that a wholesome picture such as Monroe Salisbury in "THE SLEEPING LION" is a welcome change.

There's not a taint of sex in "THE SLEEPING LION." It's as clean as a whistle and fine and rugged as all of Salisbury's impersonations. It will go big in any type of theatre.

IT'S A UNIVERSAL SPECIAL ATTRACTION



GEORGE SCOTT
Cameraman

Dr JOSEPH R ARMSTRONG
Business Manager of
The Expedition

PLINY HORNE
Cameraman

Universal's Cape-to-Cairo African Expedition.

(*Continued from page* 23.)

skins and bones of animals, specimens of insect life, skulls and bones of human races, live animals and plants and seeds. The zoological and racial specimens will be for the Smithsonian Institute. The mission of Dr. Shantz will be investigations leading to the introduction of useful plants into America.

This will be the largest expedition ever sent into Africa for exploration purposes. This fact alone is significant. The Roosevelt expedition had only five white men, including Colonel Roosevelt's son, Kermit. The Rainey expeditions had four men, and the most of the African expeditions have consisted of two white men. In this new expedition there will be nine white men.

Much of the distance will be covered overland. The nine members of the party will head a large caravan known in Africa as a "safari." Negro porters of varied races, marshaled under a "headman," will probably number between 150 and 200. Although three tons of food are included in the baggage carried for the expedition by the Steamship "City of Benares," it is planned, however, to obtain much of the food by hunting and fishing en route.

Scientific research and motion picture work will be done in South Africa, the jungles of the Belgian Congo, Namaqua Land, Zululand, the Kalchari desert, Namnica Land, the Zambesi River district, Lake Nyanza, Victoria Falls, Lake Banguwolo, Lake Tanganyika, around the headwaters of the Nile River, German East Africa, Uganda, British East Africa, equatorial Africa, possibly Khartous and Abyssinia—and the famous "water hole" district, where there are more wild animals to the square mile than in any other part of the world.

The steamer carrying the expedition is expected to reach Cape Town, Africa, in about three weeks, and exclusive of side trips in that vicinity, the route will be straight north into jungleland. The complete and tentative itinerary of the expedition is as follows: From Capetown, north to Victoria Falls, and from there northward to the headwaters of the Congo. From there following the River Iuvua down as far as the River Lukuga, and eastward to Lake Tanganyika. From Lake Tanganyika to Ujiji, using Ujiji as base, making such trips eastward into German East Africa as appear advisable. Thence northward on Lake Tanganyika to Lake Kivu, from which point, operating westward toward the Lualaba Congo, if it is determined there is material in that direction worth investigating and photographing. From there northward to Albert Edward Nyanza, then to the Ruwenzori Mountains. From the Ruwenzori neighborhood the expedition will probably travel westward in the general direction and the course of the Aruwim River, returning to Albert Nyanza and proceeding down the Nile for a short distance. Returning to Victoria Nyanza, the party will proceed to Nairobi. thence to Mt. Kenia. thence to the desert country in the northern section of British East Africa. The party will then probably turn southward to Mombasa and thence to Bagamoyo and Dar-Es-Salem, where it will entrain for trips through the heart of German East Africa, provided there are in this district points of interest worth the journey. At this point the party may disband, some embarking for home via Mombasa, Suez Canal and Mediterranean, and some proceeding northward up the Nile to Alexandria, the only route possible for transporting of wild animals.

Further evidence of the fact that Universal cameras are covering the world is seen in the heretofore unannounced expedition organized by Carl Laemmle which is operating in the Far East. This expedition is under the direction of W. F. Alder, another Universal traveler-explorer-photographer. Edward Laemmle is his assistant and companion. More than 300,000 feet of film will be exposed. This party landed in Yokohoma some time ago.

From Yokohoma, the landing and starting point, the two men will go through the little-frequented by-paths of the Orient, through Shanghai to the interior of China, filming the most educational and interesting phases of life in Asia.

At Haifong it is planned to photograph a tiger hunt and arrangements have been made with the Mandarin to stage this immense and thrilling spectacle.

From the province of Haifong the two men will journey to Siam photographing the most intimate phases of the life among the coral elephants.

After leaving Siam they will visit Calcutta, Ceylon, Borneo and the Banda Islands. There, with an armed guard of about fifty natives, they will endeavor to photograph the head-hunters. In this territory it is said that a troop of American cavalry were wiped out by the natives several years ago.

The most daring venture of the entire Far East expedition will be the attempt to photograph the sacred city of Lhassa, known as the Hidden City of the Ages. Lhassa, located in Thibet, is the center of the Buddhist faith and it is said more than 26,000 monks are cloistered in this city. According to tradition only ten white men have ever set foot within the city. These men were British government agents, or scientists, under the protection of the British flag. One adventurer who was caught in an effort to photograph the gate of the city, was captured and treated with Hun brutality. He is said to have returned to Europe with both eyes out.

Mr. Alder and Mr. Laemmle are carrying a photographic outfit valued at several thousand dollars. They will carry also a portable laboratory and other scientific equipment. Mr. Alder represents the Southern California Academy of Sciences and will collect specimens and ornaments which will later be donated by Carl Laemmle to educational institutions.

The third Universal foreign company is the Eddie Polo group, which recently left New York City and which is now photographing in England. This group of persons, headed by Polo, are making the Universal serial, "The Thirteenth Hour." Hope Loring, well-known author, is writing the continuity for the serial. J. P. McGowan is directing the production and Peggy O'Dare is the leading woman. After completing the scenes in England, the company will proceed to Scotland and from there to Ireland and France. In each country the locales of the episodes of the serial will be selected from the most historic and beautiful spots in the countries. At least four months will be spent in the making of this feature, and it is thought this will be the most fascinating serial ever shown on the motion picture screen.

The educational and industrial departments of the Universal Company have sent a camera-man abroad to photograph, primarily for the interest of the rubber industry of the United States, thousands of feet of film which will show the life and customs of the people engaged in the crude rubber industry. It is the most extensive one-man tour ever attempted by any film company. Carl Laemmle selected Roswell B. Johnson, an expert photographer, to make the journey, and he sailed on July 10 aboard the "Empress of Asia" from Vancouver, Wash. Johnson, before returning, will visit the islands of Samatra, Borneo, Java and other territories south of the Malay peninsula. He will photograph all the details connected with the rubber industry and will visit and photograph practically every large rubber plantation in the territories he will cover. One of the interesting facts of the journey is that Johnson will make this trip alone, that is, he will be the only white man, and he will of necessity be compelled to go through many dangerous by-paths in the wild regions.

It is thought that the expedition will be at work for more than six months at the least, and possibly a year. Mr. Johnson's equipment is of the finest obtainable, he having selected it at Rochester, N. Y., before leaving for Vancouver, Wash. The equipment alone, which includes a developing and printing outfit, cost Universal more than $10,000.

The coffee-growing countries of Java will also be photographed by Mr. Johnson. Every foot of film exposed will register some new and heretofore unseen part of the countries.

The films, when returned to the United States, will be used by the Universal educational and industrial department. Harry Levey, in charge of the two departments just named, is supervising the expedition.

With four expeditions under way, Mr. Laemmle is now considering the sending of still more expeditions into foreign fields. The announcement of the places these other expeditions will visit is expected within a short time. Universal already can claim to be photographing the entire world. Such expeditions as these are not only assured financial success, but are more than valuable contributions to the scientific world. While great stage producers have contributed unforgetable stage plays and dramas to the world, Mr. Laemmle will now be able to present to the entire world not only successful screen dramas but pictures of untold value to the educational field.

GREATEST OF ALL SERIALS

Universal Film Exchanges, Inc.,
Kansas City, Mo.
Dear Sirs:

From every point of view, we regard THE LURE OF THE CIRCUS as one of the most attractive and by far the greatest success of any serial we have run under the Universal Banner.

A strange thing about THE LURE OF THE CIRCUS is that each successive installment has attracted additional people. It should serve every community equally well, as Sedallia audiences are extremely discerning, and we feel quite sure that a picture which pleases here, will please anywhere.

Very truly yours,

W. J. BRILL, Manager,
Lona and Electric Theatres,
Sedallia, Mo.

SYNOPSES OF "A LION SPECIAL," "HIDING IN HOLLAND," "THE TEA HOUND" AND INTERNATIONAL NEWS, No. 28.

"A Lion Special"

Century Two-Reel Animal Comedy.

(*Copyright* 1919 *Century Comedy Co.*)

DOWN on the farm old Pop Hebenezer had his troubles keeping his two daughters from spooning with his hired help. Luke loved Lucy, the younger daughter, and Billy loved Sally, the older one.

The girls were serving their sweethearts with food but they forgot the food and made love. In the meantime the animal family, consisting of a goat, a donkey, a dog and a pig, were hungry, too. The dog spied the tray of food on the table, jumped through the window, grabbed the food and ran away. Charlie, the oriental cook, was the greatest little K. P. that ever was. He happened to pass outside of the window where the lovers were deeply engrossed, when they suddenly discovered the loss of their food, and blamed Charlie. They threw a pail of water over him for revenge.

Pop invented a Nutt motor that would make anything on wheels stand as permanent as rock. The girls are keen about this invention and all have a hand in perfecting it. When Pop looks around for his help he discovers Luke and Lucy on top of the barn on a see-saw. They had assigned the goat to beat the carpet and water the lawn, the donkey to put the hay in the loft, and the dog to mow the lawn. Sally and Billy camouflaged themselves like trees and were having a wild time all by their lonesome. Pop chases the lovers back to work and all is peaceful again.

Two crooks are on their way to steal Pop's new invention, but the chief of police advises Pop of their arrival. The daughters put a lion in the case where the Nutt motor originally was, and the crooks steal this case and are very much surprised to find a not too loving lion staring them in the face. An uproarious chase follows, wherein the lion scares nearly everybody half to death.

Crown Prince of Germany in

"Hiding in Holland"

(Comedy Special.)

IN 1918, after the armistice, the German Government decided to put over something good on the world and made arrangement with a live-wire picture man to let the world in on the bright spots in the career of the Crown Prince, unhappily confined on the Island of Wieringen, Holland.

The cameraman successfully camouflaged his machine in the back of a two-wheeled cart, with the lense projecting through a hole very slyly cut in the back of the hood. By this means he was able to show many incidents in the life of the Crown Prince that are illuminating to say the least. We see him being assisted on to his dangerous bicycle by a powerful gentleman friend and hear him engage in some snappy conversation with this same self-sacrificing friend. Later he borrows five dollars from the burgomaster and then indulges in the most appropriate fade-out ever accorded royalty.

"The Tea Hound"

Jack Dillon Comedy.

CAST.

Jack .....Jack Dillon
His Wife.....Claire Anderson
Her Admirer.....Ernie Shields

JACK is finishing his play while his wife entertains some friends at a tea party. One of the lounge lizards makes love to her. Outside the window of Jack's study they hear Jack say "A man who steals another man's wife should be killed." Believing Jack has overseen their love-making, they are panic-stricken. But Jack is merely dictating his play. Being stuck for a finish, he decides to consult the manager. As he passes them with the script they believe that he is going to secure a divorce.

Jack stops at a gun-smith's where he is having a rifle repaired to take on a hunting trip when the play is finished. The manager tells him he will think it over and send him a suggestion for the ending. Meantime his wife's admirer has promised to call that evening and attempt an elopement, since Jack seems intent on a divorce.

That evening the manager sends a suggestion for the ending. It reads: "Throw the woman out and kill the lover."

Wifey comes across it and is terribly upset. Jack has gone to the gunsmith's and secured his rifle. Then his wife sends the maid to warn her friend not to call, but the maid misses him and he arrives. The maid sees Jack returning with the rifle and dashes back to the house. The friend seeks refuge in an adjoining room, where Jack finds him, but can't understand what they are all so excited about. He finally hands the tea hound his rifle and tells him to hunt some ducks while he finishes his play. Then they begin to realize how they have misunderstood him.

International News

No. 28.

Allied Delegates Mobbed by Joyous Crowd as Peace Treaty is Signed!—Versailles, France.

Sub-Titles.—The peacemakers arrive—Premier Clemenceau. President Wilson. Baron Sonnino of Italy. Ignace Jan Paderewski, Premier of Poland. David Lloyd George. Colonel House. General Pershing. "The Germans have signed!" Wildly enthusiastic mob acclaim the statesmen of the victorious Allies.

Quitting an Aeroplane in Mid-air—Quite Simple!—Miss Sylvia Boyden, a London lass, finds parachute jumping enjoyable.—*College Park, Md.*

Sub-Title.—Ready for the "leap of life." Scenes made from an aeroplane of the Army Air Service.

Mr. and Mrs. 'Gator Raise a Happy Family (Omitted from Minneapolis).—Their youngsters—here shown with the eggs they came from—never bother them.—*Los Angeles, Cal.*

Sub-Titles.—Awkward but playful. They've got no vegetarians. If you're in a hurry this won't do.

"Yank" Athletes Win in Allied Games at Pershing Stadium.—Paris, France.

Sub-Titles—President Poincaire and General Pershing review great Allied troops. Lieutenant E. A. Taschner, former Harvard star, wins the 100-metre dash. Uncle Sam's boy CAN run—in peace-time. The crowd of 50,000 keeps the cops in khaki busy.

Champion Mermaids Seek New Laurels.—Miss Fannie Durhek, winner of 597 trophies, and Miss Mina Wylie, of Australia.—*San Francisco, Cal.*

Sub-Title.—This is the stroke with which they expect to distance American winners.

Straining at Rope Giant Dirigible R-34 Nearly Breaks Away—Mineola, L. I.

Sub-Titles.—It takes skillful manoeuvering to anchor huge "blimp" against the wind. The tiny figure atop the dirigible emphasizes its tremendous size. The four-foot tear in the fabric envelope. The first two stowaways to steal an ocean air ride—naughty but happy. On guard!

President Wilson Home Again, Gets a Great Welcome.—New York City.

Sub-Titles—Members of the Cabinet on the Battleship Pennsylvania go out to sea to greet their chief, arriving on the George Washington. Secretary Daniels waves a long distance greeting. Mr. Wilson smilingly acknowledges the cheers of the crowd on shore. "This is my own, my native land!" A remarkably intimate camera character study of the President. Hoboken gives Mr. and Mrs. Wilson a cordial greeting. "Well, well! So this is New York!"

Bewitching MAE MURRAY

In her latest and most Artistic Success

"The DELICIOUS LITTLE DEVIL"

"DELICIOUS little devil?" says ROB REEL in the Chicago Evening American. "Mae Murray's all those things. 'The Delicious Little Devil' goes the limit in both farce and melodrama."

Just to let you in on the story—Kitty Maguire got tired of being a tenement slavey and claimed she was a cabaret dancer with a Duke and a high-colored past. And then she fell in love and then the Duke really turned up and then the trouble began. See what happened at the Peach Tree Inn—it's a scream from start to finish—played with the Mae Murray finish. Who said she was Finnish? Naw—she was Irish!

OF COURSE

It's a Universal Special Attraction—like every other one of the season's most delightful pictures.

"Watch for the Big Twelve"

Hearst News

No. 28.

Aerial Views Reveal Striking Beauties of America's Capitol.—Washington, D. C.

Sub-Titles.—Skimming the austere Washington monument. A look at Washington trying to keep cool. Even an aviator can't resist the lure of a parade.

Arab Envoys Bring Camels to Paris as Gift to Poincaire (Omitted from San Francisco and Los Angeles).—*Paris, France.*

Sub-Title.—Officers of the Arabian mission who brought the "Ships of the Desert" to Paris.

Sub-Titles.—Healthy and husky—Uncle Sam was a pretty good host. Back to the "Vaterland"—bag and baggage.

Long "Vacation" Over, 1,800 *Enemy Aliens Go Back to Germany.—Ft. Oglethorpe, Ga.*

Pershing Reviews Allied Athletes at Stadium Dedication—Paris, France.

Sub-Titles.—The grime of war is off—but they are the same husky "Tommies." Ready to play as hard as they fought at Verdun—the Poilus! Even the Kingdom of the Hedjaz—far off Arabia—is represented. Italy—descendants of the mighty gradiators of ancient Rome. And the greatest of them all!

Daring Ski Jumpers Defy Summer Heat Mid Eternal Snows.—Mt. Rainier, Wash.

Peace Treaty Signing Celebrated by British—Interesting scenes in Britain's Capital brought to America on the Dirigible R-34—the first delivery of film ever made by aerial service. *Sub-Title.*—David Lloyd George returns from the Peace Conference, drives to Buckingham Palace with King George.

Exclusive Views of the R-34, Arriving After Flight Over Ocean.—Mineola, L. I.

Sub-Titles.—The Navy "blimp" C-4, with an International photographer aboard, greets the monster dirigible far up the coast-line. Heading for Mineola—scenes "shot" from the gondola of the escorting C-4. Pitching and tossing, an effect caused by the aerial acrobatics of the cameraman's sky vehicle. Above the Mineola anchorage. An officer leaps off on a parachute to direct the landing of the giant craft. One of the four luxurious gondolas. Major Scott, commander of the R-34, and Lieutenant-Commander Lansdowne, U. S. N. The crew of the R-34, tired but happy.

"Indoor Sports" Cartoon by "Tad."

One of the Century Beauties who is Winning Cups in Bathing Suit Contests.

"ELMO THE MIGHTY."

Episode 8.

"THE FLAMING PIT."

CAST.

Capt. Elmo Armstrong	Elmo Lincoln
Lucile Gray	Grace Cunard
Rawden	Ivor McFadden
Steve Blighton	Frederic Starr
Granville Sear	Rex DeRoselli
Mrs. Armstrong	Virginia Craft
Wong	Chai Hong
Gray's Cook	Madge Hunt
The Mystery Man	James Cole

THE Masked Menace rescued Armstrong from the wreck of the freight car and took him to the river bank, where he was revived, but Lucile was taken by Rawden and his gang to Chinatown. The leader of the gang hides the incriminating valise in a rocky cave beside the harbor. Chi Wong, having nothing more pressing to do, visits his uncle in Chinatown. While there he discovers that Lucile is held prisoner and sends a message by his little dove to Mrs. Armstrong, who gives it to Armstrong upon his return home.

In the meantime the Masked Menace has transferred the grip from its hiding place to another in the same rocky coast, and when the gangsters look for it, its disappearance causes a great deal of suspicion of each other. They wire to Blighton to come to Chinatown. Armstrong, however, arrives first, he meets Chi Wong, but is seen by the gangsters as he enters the building. After a furious fight he rescues Lucile, only to lose her again through a secret partition. As he is frantically searching for her, the floor opens under him and he is precipitated on to a trick ladder, which falls with him into a firey pit.

NOTABLE CAST CHOSEN TO SUPPORT MONROE SALISBURY IN "SUNDOWN TRAIL."

MONROE SALISBURY is to be surrounded by a cast of excellence in his next production, "Sundown Trail," being made by Rollin E. Sturgeon, who has been chosen to direct this new Salisbury vehicle from the pen of J. G. Hawks. Alice Eliot, who played the rôle of Carlotta, the Italian girl, in "The Sleeping Lion," with Salisbury, will have the principal feminine rôle. Beatrice Dominguez, who was seen as the Kanaka maid who loved Salisbury, in "The Light of Victory," will also have an important part. Clyde Fillmore, who is known to the fans for his work with the star in "The Millionaire Pirate" and with Rupert Julian in "The Fire Flingers;" and Carl Stockdale, who supported Hedda Nova in "The Spitfire of Seville," and Mary MacLaren in "The Unpainted Woman," have the leading masculine rôles in support of Salisbury.

Salisbury will be seen as "Quiet" Carter, a red-blooded, blue-blooded, Southerner who goes west to one of the picturesque mining camps of the early days. Hawks wrote many of William S. Hart's earlier successes, as well as creating Dorothy Dalton's western melodrama, "Flare-Up Sal." Sturgeon directed "Hugon the Mighty," one of Salisbury's best known earlier productions, and since then made "Destiny," with Dorothy Phillips, and "Pretty Smooth," with Priscilla Dean, for Universal.

What has caused the rush of Bookings on

JAMES J. CORBETT

in the new Universal Serial Thriller

"The Midnight Man"

WHY have exhibitors in every State in the Union made one grand concerted rush to secure the big new JAMES J. CORBETT serial "The Mid-Night Man"? And in spite of the fact that the maority have not even seen any of the advance episodes.

BECAUSE exhibitors have learned through hard experience that no concern produces serials with such details, such action, such punches, thrills, suspense, and such drawing power, as UNIVERSAL.

Exhibitors recognize the tremendous drawing power of the popular "Gentleman Jim." They understand from the showmanship point of view what a big star like Corbett means for an 18 week chapter story. If you haven't seen any of the advance episodes, DO SO NOW at any Universal Exchange. It's 100 to 1 you'll book—JAMES J. CORBETT in — "THE MIDNIGHT MAN" if you review it and be prepared to pay top price.

UNIVERSAL

"WATCH FOR THE BIG TWELVE"

I could have paid and still have made

Carl Laemmle offers Dorothy Phillips in

"THE HEART OF

Allen Holubar's Super-production —

five times the amount
Good Money "

PALACE THEATRE

SILVERTON, OREGON.

The Jewel Productions, Inc.,
1600 Broadway, New York.
Gentlemen:—

I am certainly pleased and wish to make special mention of the biggest picture ever thrown on the screen, "The Heart of Humanity." I played this picture to capacity house, both Saturday and Sunday night, and you can mail me a contract for a return on this picture six months from now and also one year from this date. I played to 50 cents top, and they forgot all about the price of admission two minutes after the show began. Hundreds saw it twice and asked that I play it again. Two gentlemen came in late looking for a doctor and stood at the door a moment looking at the picture while I got the doctor. When I got back to them they remarked that they had seen so much of the show that they couldn't leave, and asked the price of admission. When I told them they remarked that they had 50 cents worth already and forgot all about the doctor, and remained to see the finish of the show. It excells the greatest sermon ever preached, and can be shown ten years from now to just as appreciative an audience. It brought me larger box receipts than any picture I have ever shown, and I could have paid five times the amount I did for the picture and then have made good money. I thank you kindly for service in the past and beg to remain,

Very truly yours,

WALTER JOHNSON.

JEWEL Productions INC
1600 Broadway, New York City

HUMANITY "

The Picture that will Live Forever

Carl Laemmle
offers
DOROTHY
PHILLIPS
Dazzling Star of
"THE HEART
OF HUMANITY"
The World's Greatest
Picture

IN "DESTINY"

A PRODUCTION pulsating with the startling realities of life—a picture so huge, so vital, so teeming with intensity as to be classed among the few great productions of the year. A production that adds another milestone in the histrionic career of the great DOROTHY PHILLIPS. Loved by millions for her magnificent work in—"THE HEART OF HUMANITY" and with a greater following than ever before as a direct result of that picture. Dorothy Phillips in—"DESTINY" will be "an event" in your house, an event that should be played for from 3 days to a week with unusual efforts in de luxe advertising and publicity, all of which is ready for you. Private exhibitons now going on at all Universal-Jewel Exchanges.

"WATCH FOR THE BIG TWELVE"

SYNOPSES OF "NECK AND NOOSE," "THE HEART PUNCH" CURRENT EVENTS, No. 28, AND NEW SCREEN MAGAZINE No. 23.

"Neck and Noose"

Two-reel Western Drama.

CAST.

George Randall.....Pete Morrison
Inez Harper.....Magda Lane
Gladys Stone.....Lillian Webster
Red Hicks.....Dick Le Strange
Outlaw .....Jack Walters

INEZ HARPER and Gladys Stone are waiting to give Inez's uncle a bag of money to pay for the Circle X Ranch. A placard offers a reward for the arrest of a bandit.

George Randall drives up in his machine, his collar turned up, and his hat pulled over his eyes. Inez thinks he is the bandit, tells her uncle that a bandit is on her trail and that she'll take the stage.

Randall sees Inez, and she makes a hit with him. Randall starts talking to Inez. She walks away from him. He goes to buy her something, and takes a huge roll of bills out of his pocket. The girl gets more suspicious. The stage drives up and the two girls get in and drive away.

Randall follows. He has run out of gas but gets a horse. The stage is held up by a masked bandit. He is just about to steal the girl's money when Randall rides up and saves them. The stage-driver is killed and the bandit is wounded, leaving Randall and the two girls alone. They are very frightened. The foreman of the uncle's ranch and his men arrive and grab Randall. He escapes. The men pursue. Inez gets on Randall's horse as he jumps down from the tree, where he was hiding, and lands right on the horse's back. He leads the horse off the main road.

Gladys has lost her way and stumbles upon a shack. As she enters the bandit returns. Randall and Inez pass and hear the struggle. A fight between the two men follows.

The pursuers ride up and the bandit is arrested. The uncle recognizes Randall as the man he is to buy the ranch from. Inez apologizes for her mistake and everything ends happily.

JESS WILLARD in

"The Heart Punch"

(Special)

CAST.

Jess Willard.....Jess Willard
His Baby.....Little Jane Lee
Jack Norton.....Howard Crampton

JESS WILLARD is looking for employment. While in a saloon he gets in a fight and knocks a man down. Two fight promoters, who are in the saloon, see this and offer to train him to be a prize-fighter. He accepts. His wife, on hearing of it, begs him not to fight, having just read of a fighter being killed by a heart punch. However, because of his need of money, he decides to go through with it. On the night of his first fight his baby becomes very ill. His wife entreats him not to go, but the thought of the money lures him on. He wins with a knock-out and comes home with his hands full of money only to find his wife in tears. The doctor has given up hope. However, when the morning comes, the fever is abated and the doctor assures the happy couple that the baby will live.

Current Events, No. 28.

Envoys of Ancient Ethiopia Fly Over National Capitol.—Washington, D. C.

Sub-Titles.—Doffing the robe of their native Abyssinia for the hood and goggles of aviators. Shades of the Queen of Sheba and King Menelik! It really flies.

A Duel to the Death in the Sunny South!—But it's only a "representation" of the real thing for an Elk's feat.—*New Orleans, La.*

Sub-Titles.—Alas! Her sweetheart's dead! On your guard!

Desert Lands Become Soldiers' Homesteads.—Elephant Butte dam irrigates arid regions.—*Elephant Butte, New Mexico.*

Sub-Titles.—The dam is 318 feet high and forms a lake 45 miles long. Desert land to be irrigated by Elephant Butte dam into homesteads for soldiers. A typical New Mexico homestead on land reclaimed from the desert.

General Pins War Cross on Daughter.—Mme. Guerin de Vellit decorated for coolness in aiding wounded under fire.—*Paris, France.*

Sub-Title.—A poilu comes in a wheel chair to get his medal.

Prize Papooses in a Novel Baby Show.—Apache mother proudly display their baskets of peaches.—*Mesvalra, New Mexico.*

Sub-Titles.—Miss Kiss-Me-Hastily, prize winner. Snug as a bug in a rug.

Home and Mother More Than Glory to "Columbus of Air."—Handon, Mass.

American Women Amid French Ruins Keep Up Noble Work (For New York City only).—*France.*

Sub-Title.—Wagons distribute much needed food. The children of 100 villages are special wards of the American Committee for Devastated France. French chicken—free. German prisoners help rebuild the homes they wrecked. A rabbit is a good pet, but a better stew—for a hungry boy. Babies born amid desolation.

Sightseeing de Luxe (Omitted from New York City).—A ride over New York in a cool dirigible.—*New York City.*

Sub-Titles.—A glimpse of the beach at Coney Island from the Navy C-4. The always majestic towers of Manhattan. Striking views of the powerful fleet in the Hudson. Lieutenant-Commander Quinn, Commander; Lieutenant Carpenter, and crew of the C-4.

"Yank" Artillerymen Ready for Trouble on Mexican Border.—El Paso, Tex.

Sub-Title.—When trouble starts—oh, boy!

Midnight Views of the R-34 Starting on Return Flight Across Atlantic.—Mineola, L. I.

Sub-Titles—Sundown finds the monster "blimp" riding easily at anchor. A busy evening filling the huge envelope with hydrogen gas in preparation for the midnight departure. Flaring searchlights point an air path through the surrounding darkness.

New Screen Magazine

No. 23.

ASK any doughboy what he thinks is the most typical American food, and he will answer, without hesitation, "Doughnuts." Screen Magazine No. 23 introduces to us this week Adam Brede, America's "Doughnut King." Mr. Brede invented the lunchroom "sinker" and has cooked them for Henry Ward Beecher, Theodore Roosevelt, Jay Gould, Richard Croker and many of New York's multi-millionaires. The praying Mantis is a strange-looking bug which feeds on flies and other insects and afterwards assumes an attitude of prayer. This hypocrite of the insect world is shown to us in all its glory. A lesson in the combustion of incendiary gas, which wrought so much havoc in the war; a visit with the Ocelot, the most beautiful member of the cat family which inhabits South America, Mexico and Southwestern United States; instruction on "How and where to wear a veil" by Lillian Russell and "How to carry a cane correctly" by ex-Senator James Hamilton Lewis, together with a futurist movie of William Jennings Bryan complete this issue.

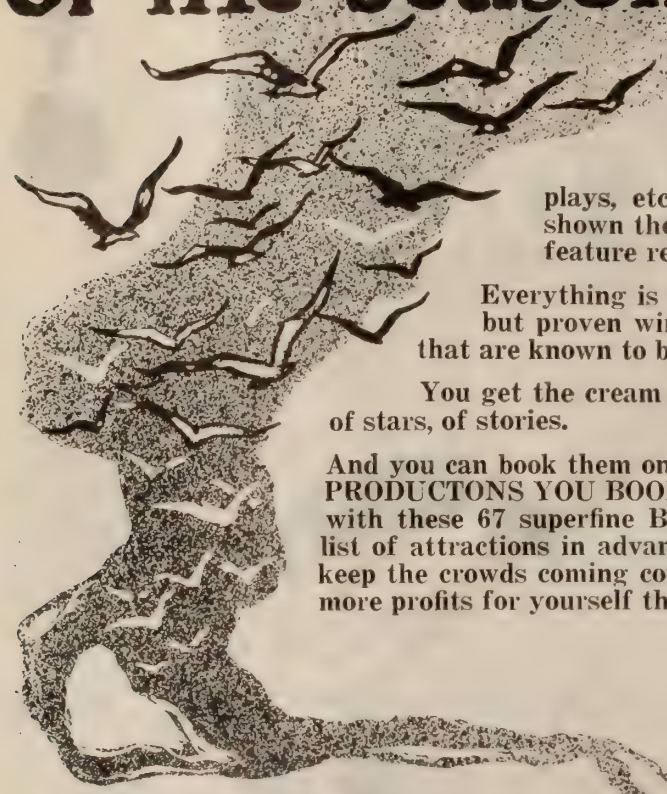
IMPORTANT ANNOUNCEMENT

In the big new RAINBOW COMEDIES for the coming Fall and Winter season of 1919 and 1920 there will be released 26 pictures in all; 14 of these will be high-speed straight comedies packed full of new ideas and laughs; 12 of these will be roaring wild animal comedies that will bring home the profits to exhibitors.

14 of the gosh-darndest, craziest comedies you've ever run. 14 roar fests. 14 side splitters. 14 knock 'em dead winners that you can boost hard. That's what you're going to get in these 14 new RAINBOW COMEDIES. Watch for them. Speak to your Exchange.

12 of the thrilliest, hair-breathiest, most blood-curdlingest, terrifyingest wild animal comedies you've ever run. Wild animal comedies, fast and furious. A riot of joy and oodles of fun. 12 of 'em to give you 12 big houses. Speak NOW to your Exchange.

The Release of 67 picked BLUEBIRDS the biggest scoop of the Season—



Bluebird's big SPECIAL DEAL on 67 selected Bluebird productions, pictures that are proven winners—constitutes one of the biggest, if not THE BIGGEST, offer of the season.

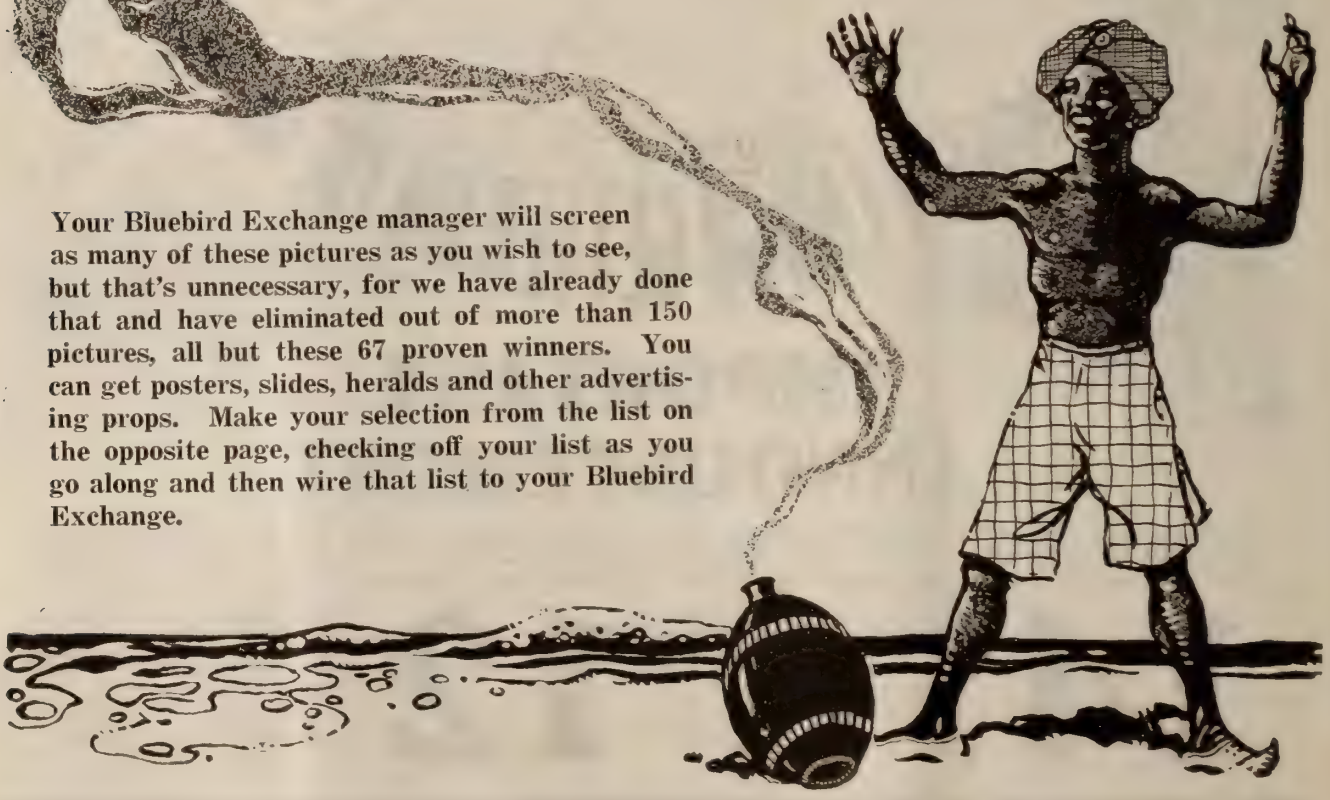
It brings to you 67 wonderfully fine bookings with Big Stars, Big Stories, novels, plays, etc., that are as valuable to you if you've never shown them in your house, as the best of the present day feature releases.

Everything is in your favor in this offer. First you get none but proven winners; i. e., pictures that have been shown and that are known to be sure-fire crowd bringers.

You get the cream of over 150 releases. You get variety of plays, of stars, of stories.

And you can book them on this basis—THE LARGER THE NUMBER OF PRODUCTONS YOU BOOK the smaller the price to you. That means that with these 67 superfine Bluebirds you can announce your whole season's list of attractions in advance, electrifying your patrons with anticipation, keep the crowds coming constantly throughout the whole season and bank more profits for yourself than you ever did in any preceding season.

Your Bluebird Exchange manager will screen as many of these pictures as you wish to see, but that's unnecessary, for we have already done that and have eliminated out of more than 150 pictures, all but these 67 proven winners. You can get posters, slides, heralds and other advertising props. Make your selection from the list on the opposite page, checking off your list as you go along and then wire that list to your Bluebird Exchange.



Here's the List of

BLUEBIRD

Productions ready to start you on your season's biggest successes

Dorothy Phillips in
"THE GRAND PASSION"
"BROADWAY LOVE"

Priscilla Dean in
"SHE HIRED A HUSBAND"
"THE BRAZEN BEAUTY"
"WHICH WOMAN?"

Carmel Myers in
"THE LITTLE WHITE SAVAGE"
"WHO WILL MARRY ME?"
"ALL NIGHT"
"A SOCIETY SENSATION"
"THE DREAM LADY"
"THE CITY OF TEARS"
"BROADWAY SCANDAL"
"THE MARRIAGE LIE"
"THE WINE GIRL"
"THE GIRL IN THE DARK"
"THE WIFE HE BOUGHT"
"MY UNMARRIED WIFE"
"THE LASH OF POWER"

Juanita Hansen in
"THE SEA FLOWER"

Marie Walcamp in
"TONGUES OF FLAME"

Frank Keenan in
"THE LONG CHANCE"

Herbert Rawlinson in
"BRACE UP"
"THE MAN TRAP"
"FLIRTING WITH DEATH"

Lois Weber in
"SCANDAL MONGERS"

Zoe Rae in
"DANGER WITHIN"

Louise Lovely in
"A RICH MAN'S DARLING"

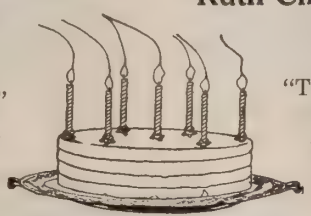
Mae Murray in
"PRINCESS VIRTUE"
"FACE VALUE"

Fritzi Brunette in
"THE SEALED ENVELOPE"
"THE VELVET HAND"

Franklyn Farnum in
"THE EMPTY CAB"
"FAST COMPANY"
"THE FIGHTING GRIN"
"$5,000 REWARD"
"THE SCARLET CAR"
"THE WINGED MYSTERY"
"ANYTHING ONCE"
"A STORMY NIGHT"

Ella Hall in
"A MOTHER'S SECRET"
"MY LITTLE BOY"
"THE SPOTTED LILY"

Francis Ford in
"THE CRAVING"



It's Universal's Anniversary Month

Rupert Julian in
"MYSTERIOUS MR. TILLER"
"MOTHER O' MINE"

Edith Roberts in
"A TASTE OF LIFE"
"SET FREE"
"LOVE SWINDLE"
"THE DECIDING KISS"

Monroe Salisbury in
"THE MILLIONAIRE PIRATE"
"HUGON THE MIGHTY"
"THAT DEVIL BATEESE"
"THE EAGLE"
"WINNER TAKES ALL"
"THE SAVAGE"
"THE DESIRE OF THE MOTH"
"THE GUILT OF SILENCE"
"THE RED, RED HEART"
"HUNGRY EYES"
"HANDS DOWN"

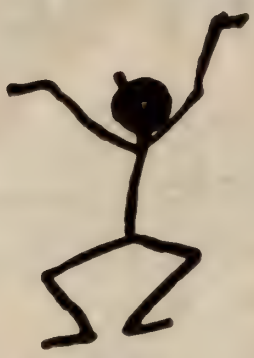
Ruth Clifford in
"THE GAME'S UP"
"THE CABARET GIRL"
"FIRES OF YOUTH"
"THE LURE OF LUXURY"
"MIDNIGHT MADNESS"

Violet Mersereau in
"TOGETHER"
"MORGAN'S RAIDERS"

Select Your List of Attractions and Wire Your Nearest BLUEBIRD EXCHANGE

BLUEBIRD Photoplays, Inc.
1600 Broadway, New York

-money getters!



TAD'S CAT
And this Little Figure

—are shaking the world with roars of laughter. It's a toss up as to whether this cat and this little figure are bigger drawing cards every week than the big news events. This is the famous "TAD" (T. A. Dorgan) cat that has brought requests from all parts of the country for more of this stuff. Brilliantly executed and with more humor than any moving picture cartoons ever filmed.

You can FEATURE this famous "TAD" cat and little figure, and make them the talking fest of your town.

People love this kind of stuff. They will walk miles to any house that shows them, yet these figures, though they appear regularly every week in HEARST NEWS, are only a consequence to the big drawing powers of the BIG THREE—HEARST NEWS—UNIVERSAL CURRENT EVENTS—and—INTERNATIONAL NEWS.

Always something exclusive—always miles ahead of all other News Weeklies, because they stand 3 to 1 in news-getting advantages. Make the BIG THREE news weeklies your feature attractions. Boost them. They will draw the crowds every week.

PRODUCED BY INTERNATIONAL **RELEASED BY UNIVERSAL**

Carl Laemmle offers
Hedda Nova
Thurston Hall
and
Claire Anderson
in "The SPITFIRE of SEVILLE"
It's a Universal Special Attraction

CARL LAEMMLE
OFFERS

A sensationally Beautiful and Dramatic production adapted from the famous novel by Joseph Medill Patterson

"A LITTLE BROTHER OF THE RICH"

An Up-to-date Cross-Section of American Society and Theatrical Life. Played by a a Picked Cast of Universal Players.

When you see this picture you will know what Universal can do.

A UNIVERSAL SPECIAL ATTRACTION

The MOVING PICTURE WEEKLY.

VOL 8 NO 24
AUGUST 2. 1919.

EDDIE POLO
IN
"CYCLONE SMITH STORIES"

Mae Murray in

"The Delicious Little Devil"

PETER MILNE, in Motion Picture News, says: "The authors of this comedy-drama, Harvey Thew and John Clymer, have done a fine job. And so has Robert Leonard, the director, and last but not least in any sense of the word, has Mae Murray, the Star. The plot has a refreshing originality; it carries through swiftly and the comedy situations are scattered generously.

A play for everyone in every town of every size. Just sheer, delightful entertainment cleverly titled, superbly staged, inimitably directed. A UNIVERSAL SPECIAL ATTRACTION that will beat anything you've shown for many months. See it—book it—show it—and

"WATCH FOR THE BIG TWELVE"

JOE MARTIN SOLILOQUIZES

There's one scene in "The Jazz Monkey" (I made up that title myself) where I shoots the lion in the living room just as he's about to claw the gizzard out of our hero lady.

I was afraid the old gun wouldn't go off (property men are merely human) so I gave it an affectionate kiss just before I pulled the trigger and said in an offhand sort of way, "Sweet baby, don't fail me now!"

Well, sir, darned if the title writer didn't swipe the whole line, word for word, exactly as I said it (I usually write all my own subtitles) and the funny part is that everybody says it is one of the four biggest laughs ever pulled off on the screen. The other three were mine, too.

I wasn't even trying to be funny, yet they laughed. It's a hell of a world, I'll say.

I'm not showing the lion in this photograph. He's a good enough actor as lions go, but the star's the thing--and besides, I get up my own publicity.

I told the boss of the Universal the other day that the trade papers ought to be glad to run these soliloquies of mine for nothing because they know I'm the most important star in the film business. (I wouldn't say that about myself, even though I happen to know that it's true.) Well, the boss said that the papers do run them for nothing--nothing but money.

Then he said that the trade paper fellows like Johnston of the News, Hoff of the World and Gulick of the Moving Picture Weekly would run my stuff for nothing on the same day that they take out their right eye, roll it down Broadway and dance the shimmy on it. I thought that was pretty decent of them.

Then I told the boss that instead of soaking the exhibitors high prices for my Joe Martin animal comedies, he ought to let them have them for nothing. Just to prove he's a good fellow. And he said he would do that. He promised to do it on the same day that he makes a bonfire out of his Powers Film stock and Liberty bonds. I thought that was pretty decent of him, considerin' that he's only a moving picture man after all.

Have you run any of my pictures yet? If you don't, I am going over to the next cage and tell the educated jackass that maybe his idea of going into the theatre business is not so bad after all.

THE MOVING PICTURE WEEKLY

A MAGAZINE FOR MOTION PICTURE EXHIBITORS

Published Weekly by the MOVING PICTURE WEEKLY PUB. CO.
1600 BROADWAY, NEW YORK CITY

PAUL GLUCK, *Editor* TARKINGTON BAKER, *Bus. Mgr.*

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VOL. 8. AUGUST 2, 1919. No. 24

"AN ACE OF THE SADDLE"

Glimpse of the Wonderful Country in Which "An Ace of the Saddle" was Shot.

HARRY CAREY is soon to be released in "An Ace of the Saddle," his next Universal Special Attraction. It was directed by Jack Ford from the story "A Man of Peace," by Frederick J. Jackson.

The story concerns a straight-shooting cattleman who bucked heavy odds against a politically protected gang of cattle rustlers who preyed upon his herd. By the gentle art of gun-fighting the hero could have scattered the band, but he made a promise to the girl he loved that he would not carry a gun. A gunless man in a rough country should be safe, according to the West's code of honor, but honor was a stranger to the sheriff of Yucca county, and an unarmed man to him was just that much more easy to kill.

Harry Carey is supported in "An Ace of the Saddle" by pretty Peggy Pearce as his leading lady. The famous Harry Carey Flying Wedge of cowboys are in the cast. Among the veteran range riders who have assembled from all parts of the West to support the Western star in his Universal photo dramas, are King Fisher Jones, Joe Harris, Duke R. Lee, Vester Pegg and others of the mounted fraternity. Little Zoe Rae, the talented kiddie of the screen, and Howard Enstedt, who is only a year older, will appear in a little love scene of their own in the production.

A RUSSIAN PLAY STARTED AT UNIVERSAL CITY.

"Common Property' is the title of a new Universal six-reel drama dealing with nationalization of women in Russia. It has just been started at Universal City with an all-star cast under the direction of Paul Powell. The story was written by Elliott Clawson, author of "The Kaiser, the Beast of Berlin," "The Man in the Moonlight," Monroe Salisbury's recently completed photoplay, and the scenario for 'Destiny," Dorothy Phillips' newest release. Robert Andersen and Colleen Moore have the leading rôles. Andersen just finished as Mary MacLaren's male lead in "The Petal on the Current." Colleen Moore played opposite Monroe Salisbury in "The Man in the Moonlight." Johnnie Cooke, whose work in Mary MacLaren's "The Weaker Vessel," was one of the most notable character portrayals of the year; Nell Craig, formerly starred by Essanay, and Arthur Jasmine complete the cast.

ONE OF FIRST EMPLOYEES PASSES TO HIS REST.

UNIVERSAL'S SEVENTH ANNIVERSARY was saddened by the death of Charles H. Shock, one of the most loveable and loyal of men and one of the oldest and most-trusted employees of the Big U Exchange. Mr. Shock died Thursday morning, July 17, at his home in Hartsdale, after a two-weeks' illness of pneumonia. At the time of his death he was the auditor of the Exchange. He was sixty-two years old.

Mr. Shock was with the old sales company before the Universal Company was formed. He was one of the first employees of the Universal and entered its employ on the very first day of its existence. He had charge of all the money and the pay-roll of the new company. Mr. Laemmle always had implicit faith in him, and he frequently handled thousands of dollars in the troublous days in which the Universal was struggling in an unsettled industry. When the Exchange was organized, Mr. Shock left the manufacturing company and went with the Exchange.

The home life of Charles H. Shock was as exemplary as his business life. In Hartsdale, where he lived, he was Chairman of the Board of Education for four years, after which he was elected president, which office he held to the day of his death. He was a Mason and a member of the Scottish Rite. Masonic services were held at his house, after which the body was sent to Flatrock, Ohio, for interment.

SPECIAL

AGAIN—the Universal comes to the front for exhibitors with a sensational series of box office pictures in Major Allen's trio of thrilling wild animal hunts. Never mind what WE say of them. Just read what the N. Y. Tribune said of these pictures after the showing at the Grand Theatre, N. Y.

THE NEW YORK TRIBUNE, TUESDAY, JULY 8, SAID:

"The Fear Woman," which is the feature picture at the Rialto this week, is not nearly so imposing nor so exciting as "The Leopard's Hunt," a film which shows Major Jack Allen capturing a leopard single handed and tying him to a tree while he sits down two feet away to smoke his pipe. It seems an impossible feat—not the capturing of the wild beast, for that we know was done—but photographing the scene. It is really a thrilling performance, and after it the feature seems to come as an anti-climax.

Major Allen's

THRILLING

TRIO OF Wild Animal Hunt Pictures

3 SEPARATE PICTURES. ONE-REEL EACH.

WIRE YOUR EXCHANGE FOR THESE THREE THRILLERS AND BOOST THEM IN BIG STYLE

Why the Universal Grows so Fast!

No. 247.---Straight from the Shoulder Talk, By Carl Laemmle, President, Universal Film Manufacturing Company.

THE Universal has the most flexible booking policy that it is humanly possible to create.

It is made to fit your needs, your requirements, your desires. You can book any of our star series or you can book pictures singly. In other words, "You pays your money and you takes your choice."

While we are confident that it would be best for you to book all the pictures we make, we have never had the impertinence to insist upon it. Nor have we devised schemes or foxy selling plans to fool you into booking something you might regret.

Tiffany never resorts to shrewd schemes to sell his goods. Neither does the Universal. Tiffany fixes a price that he thinks is fair. So does the Universal. Tiffany sells the customer what the customer wants. So does the Universal.

In these days of wild and woolly schemes and "selling plans," the Universal may seem a bit old fashioned not to have any such things in stock. And if we don't rely on sharp ideas to sell our goods, what in heaven's name DO we rely on?

Simply pictures!

Pictures of every type, from the finest, greatest productions down to the simplest one reelers. Pictures of every type, but each picture the best of its type. Universal pictures, which have shown a greater improvement in quality than any pictures on the market.

Our business is growing by leaps and bounds. Every day we are gaining new customers, among them being some exhibitors who thought some years ago that we had actually lost the art of making what they needed.

It is because we are making the best pictures that we are more anxious than any one in the business to base the booking system on pure merit and no schemes.

We've got everything you need and possibly some things you don't need. We have no ifs, ands or buts. You pays your money and you takes your choice!

Carl Laemmle offers

Hedda Nova

Thurston Hall

and

Claire Anderson

in "The SPITFIRE of SEVILLE"

IT'S A UNIVERSAL SPECIAL ATTRACTION

Now Booking Through All Universal Exchanges

The Whole Nation

at

CROWN

"HIMSELF"

"HIDING

s Laughing —
the
PRINCE
IN
N HOLLAND"

Staged by Himself For His Own Benefit on the Island of Wieringen

BOOK NOW!

SPECIAL posters and other ad props to help you put this sensational special over in big style. Play it up like a real showman or like old P. T. Barnum would have done and you'll clean up a young fortune. You will electrify your whole territory with your newspaper ads on a comedy film of the EX-CROWN PRINCE HIMSELF. They'll flock from every quarter to see this novelty, and remember it's the GENUINE ARTICLE. Waste no time thinking—ACT NOW—WIRE TODAY.

HUNDREDS of houses from one end of the country to the other have taken advantage of this BIG TIMELY SPECIAL comedy picture of the EX-CROWN PRINCE (Himself) staged by himself for his own idiotic fool benefit on the island of Wieringen in Holland. It's a sensational SPECIAL, allowing big sensational advertising which we have already prepared for you in mat form, procurable at any Universal Exchange. Ads are as sensational as the subject itself.

WIRE TO ANY UNIVERSAL EXCHANGE.

"Yep----it's the

JAMES

Who's goin' t
like it's never
the thrilling n

"THE MIDN

He spins on his ears—he whirls on his nose—he swivels on his eyebrows—he jumps from amazing places—he risks his neck—he shakes dice with death daily—he inserts the tremendous wallops and kicks into "THE MIDNIGHT MAN" that ought to set any and every audience dizzy for eighteen weeks.

YOU CAN'T SPEAK TO
AND NOW ISN'T AN

WATCH FOR THE BIG TWELVE

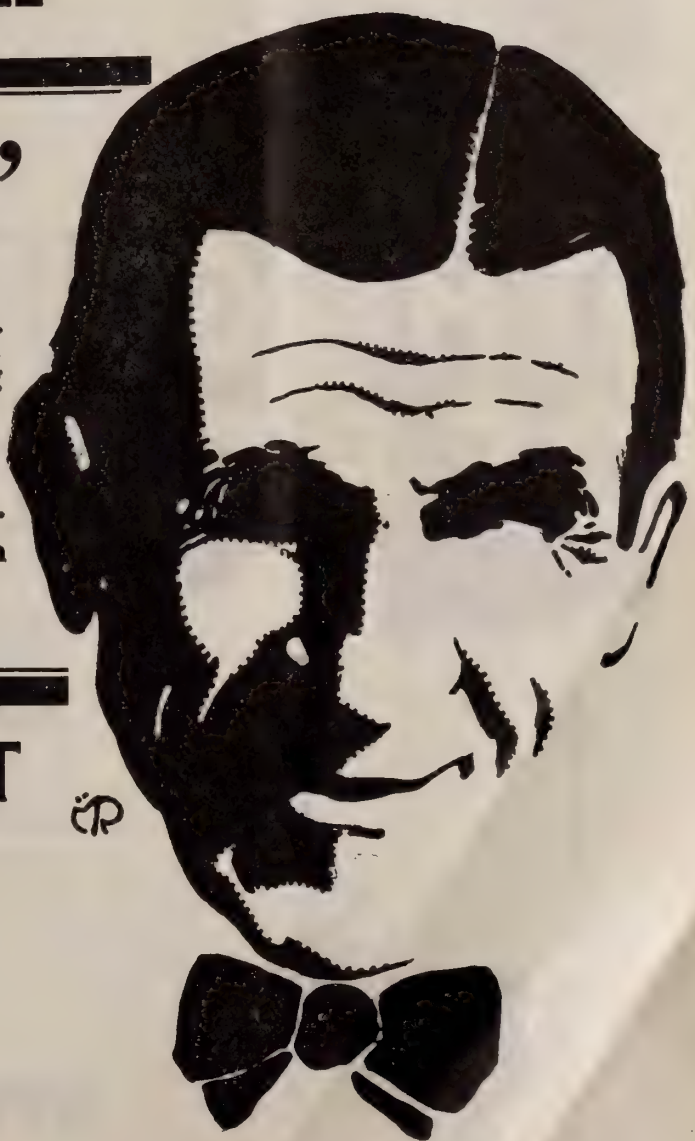
celebrated---

J. CORBETT

burn up your territory
been done before--in--
w Universal Serial--

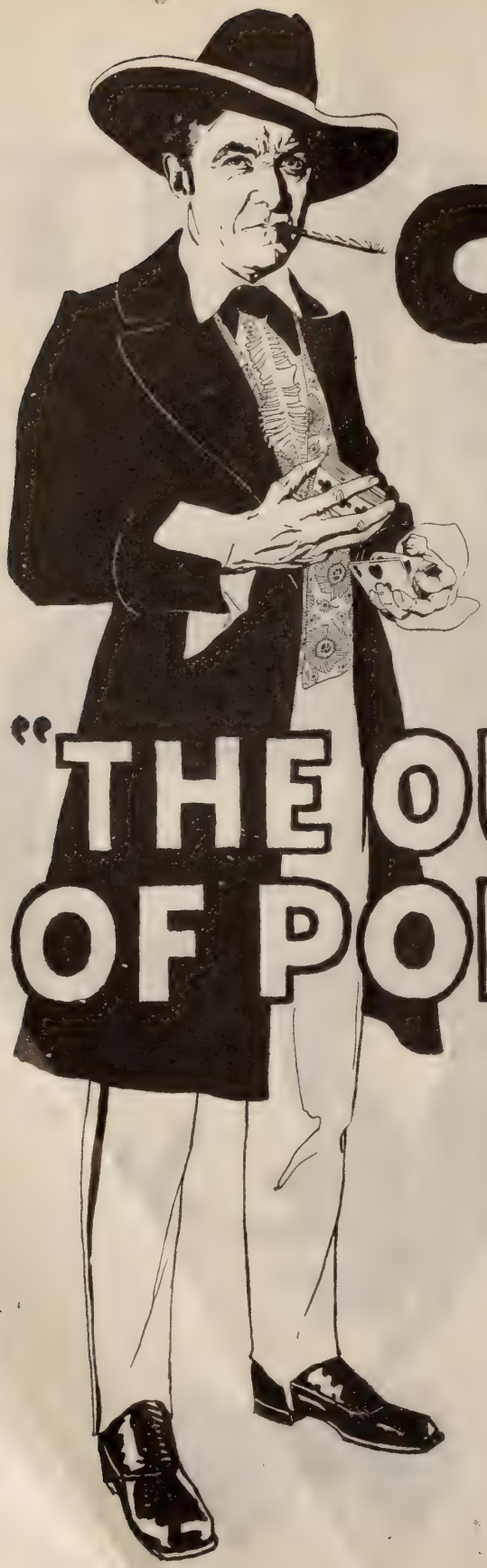
IGHT MAN"

We've got ready prepared newspaper and other advertising ready, so strong that it ought to burn holes in the papers. Posters so dog-gone powerful as to cause you to hire the police on episode nights. It's going to shock your audiences with joy, make 'em howl with delight.



O QUICK FOR IT
Y TOO SOON

P. A. POWERS PRESENTS



Harry CAREY

—IN—

BRET HARTE'S

Famous Classic
Read and Loved by Millions

NO picture of the recent season carries a deeper story, a greater appeal to the emotions or more magnificence in romance and wealth of scenes than—"THE OUTCASTS OF POKER FLAT," featuring Harry Carey.

"THE OUTCASTS OF POKER FLAT"

—recognized as one of Bret Harte's finest works, has been read by millions, has thrilled and entertained unlike any story of the early days of the golden West.

We direct especial attention to the rare romance of the river steamboat scenes, so true to life as to challenge your admiration.

A private review of this production is invited at the offices of any Universal Exchange.

IT'S A SUPERB

UNIVERSAL SPECIAL ATTRACTION

SYNOPSES OF "A PUPPY LOVE PANIC," SCREEN MAGAZINE, No. 24; 'BEAR TRAPPING" AND "TRALING THE LEOPARD."

"A Puppy Love Panic"

Featuring Lois Neilson and Caroline Wright.

(*Copyright* 1919, *L-Ko Motion Picture Kompany.*)

LORD AND LADY ALGERIA were engaged in the business of lifting things easily. The town of Slumberville looked good to them and they halted by the side of the road and put on their working clothes. These consisted of a blindman's outfit with a typical hand-organ for Lord Algeria, and his lady went along to collect the dough. Their coming had been announced to the sheriff, but he never expected to find crooks in this guise. The music was so appealing that the entire population left their homes to listen. When they were all collected, Lady Algeria took a box, entered a rear window and collected the valuables. At least she thought she did. A pair of piggies, who were enchanted by the music, snouted out the valuables and got into the box themselves. When the crooks made their getaway they heard a suspicious sound in the supposed treasure box and when its real contents were revealed the dispute grew fast and furious. The sheriff put in his appearance and Lady Algeria made a break for the river bank, where she disrobed and left her garments under a slip of paper which stated, "Leave my clothes on the spot from whence I departed this life." The unsuspicious sheriff did as requested. But a farmer's dog took a liking to them and the poor crookess barely beat it back to civilization.

"Bear Trapping"

Major Allen's Animal Hunt.

One-reel Special.

THE offensive and defensive movements and the entire domestic economy of a bear are regulated by the commissary department. If it were not so he would not have fallen such an easy prey to Major Allen and his leisurely traveling bear hunting expedition.

Mike, who did not like bears and who had charge of the burro carrying the expedition's supplies, had lost control of the beast. But the borro was brought up sharply by a twig in the forest and, ingloriously caught by the pack on his back, was unable to advance or retreat. Fearing nothing from the burro, the bruin investigated the saddle-bags, and Mike's discomfort was absolute when he saw their choice bacon disappear down the greedy throat.

His excited yells brought the major and also frightened the bear. Taking a rope from the burro's back, the major pursued the bear, which was pursuing Mike. Mike climbed a tree, and so did the bear. Venturing out on an insecure limb, Mike is brought to the ground just as the major reaches the foot of the tree. After driving the bear out of the tree and across a small pond of water, the major lassoes him, having first cut a stick of the proper length, to use in his other hand. With the stick he keeps the bear off, while he winds the rope around a tree. In another twinkling the bear is trussed up like a chicken for the market.

"Trailing the Leopard"

Major Allen's Animal Hunt.

One-reel Special.

IF you are going to hunt leopards in Africa or in India one of the first requisites is an elephant. Major Jack Allen's first act was to secure the right elephant. India abounds in leopards, but it is not so easy to shoot one, much less to catch and tie one up for the benefit of a moving picture camera. However, with the aid of native beaters and a goat for bait, the major comes upon a fine specimen. Having treed the animal, the major prepares a noose of flexible wire and fastens it by means of a connecting wire to the end of a long stick. Once the noose is around the leopard it is a simple matter to bring him out of the tree by means of the elephant, but it is not quite so simple to tie him up and it takes two men and a lot of ingenuity before the leopard is all tied and the beast rendered helpless. A stick in the leopard's mouth, and he is hog-tied and muzzled to the queen's taste.

New Screen Magazine

No. 24.

YOUNG AMERICA is given a treat in this week's Screen Magazine by being taken on a hike with Big Bill Edwards, one of the most prominent Boy Scout officials. One of the chief articles in the American credo is that Lillian Russell is as young now as she was fifteen years ago, and from these pictures it would certainly seem so. She tells us some of her most cherished beauty secrets. Next, we are introduced to the diving beetle, which is shaped like a submarine and is just as deadly to other insects. We then see a miniature gas plant and the way in which our illuminating gas is refined. "A bit o' humor now and then is relished by the best of men," and so we see the death of the well-known citizens of Jaggtown, the Beer Bug. A futurist movie of Thomas Edison closes this week's issue.

MELODRAMA OF THE AIR WITH LIEUT. LOCKLEAR IN THE LEADING ROLE

A MAMMOTH melodrama of the air is to be staged in five reels by Universal with Lieutenant O. L. Locklear, the only aviator in the world who changes from plane to plane in mid-air, in the leading role, and with six other retired army aviators and their planes participating.

Lieutenant Locklear was specially engaged by President Carl Laemmle to stage and appear in this spectacular feature which will be directed by Jacques Jaccard, Universal's well-known serial director. He arrived at Universal City this week, accompanied by his two aides, Lieutenant Milton Elliott and Lieutenant Shirley Short. They brought with them three of the latest model planes, which will be used exclusively for the Universal production. Two of these planes will be used in the picture and the other will carry Director Jaccard and Cameraman Milton Moore to direct and film the mid-air scenes. In addition several other planes will appear, guided by ex-army and navy aviators.

Locklear has been hailed as the most intrepid aviator of the age. At a height of 4,000 feet he climbs on the top of the plane in which he has been riding and grabs hold of the wing of the plane flying above him and pulls himself into the upper plane.

"The Winged Trail," or "Cassidy of the Air Lines," is the title of the story, written by Director Jaccard and put into scenario form by George Hively, of the Universal scenario staff. The film will glimpse into the future when Uncle Sam uses planes altogether for mail and express service. The bandits of the air holding up the mail plane will be shown, while in retrospect will be pictured just how the outlaws of other days held up the pony express by means of horses, and the bandits of to-day hold up express trains by means of high-powered racing cars.

"A Play That Builds Prestige"

"A Play That Satisfies People"

"A Play Not Surpassed by Anything on the Screen This Season"—

Carl Laemmle *offers*

This wrinkled old codger marries this beautiful young girl and . . . . .

Julian Johnson of Photoplay Magazine says:

"In 'THE WEAKER VESSEL,' Mary MacLaren's emotional work is superb, best she's ever done, while the work of 'Hanks' is simply immense."

Mary MacLaren in "The Weaker Vessel"

ONE OF THE BIGGEST UNIVERSAL SPECIAL ATTRACTIONS OF THE SEASON

Eddie Polo *in* "The Lure of the Circus"

WILL you deliberately turn your back on the big money in this greatest of all Universal serials? Will you deliberately refuse to listen to the innumerable successes this wonderful serial has accomplished? Or are you in the picture business for profit? If you are, you simply cannot even think of passing up—"THE LURE OF THE CIRCUS." There is no such serial money-maker on the market. WE WILL GUARANTEE THAT STATEMENT. Go see it at your exchange. Let the serial itself do its own talking. It fairly screams money, profits and crowded houses at you. GO SEE IT AND DO IT TODAY!!!!

It's A Universal Picture

MONROE SALISBURY

IN THE GREAT ROMANTIC DRAMA

The MAN IN THE MOONLIGHT

DIRECTED BY PAUL POWELL

A Universal Special Attraction of Great Dramatic Intensity That Will Go Over in Any Theatre in the Land.

17 to 1

In an attempt to "show up" Hearst News, Universal Current Events and International News, the giant three of the news weekly field, a News Weekly competitor publishes an advertisement in a film trade paper which supposedly answers our big announcement of a previous issue, wherein THE BIG THREE printed 10 sensational complete news "Scoops" and 8 absolutely out and out "beats," accomplished in the space of a few short weeks. This competitor claims that he really and actually had a strip of "fillum" showing one of the news pictures we advertised as a scoop. In 18 times we licked 'em all to a frazzle with our sensational accomplishments in being "FIRST" as usual, with scoops and beats, except in one instance, proving that we are releasing—

Three mighty News Reels per week, either one bigger than any other single reel News weekly on the market

Not one word was mentioned in this competitor's advertisement about the remaining 17 times that we beat 'em and scooped 'em. Nary a word. Absolute quiet regarding 17 sensational news picture achievements that topped 'em every week as regularly as clockwork. And why shouldn't we do it regularly? Who can compare picture news gathering forces with THE BIG THREE?

Hearst News---International News Universal Current Events

Who can show a record of such sensational news picture scoops and beats regularly as THE BIG THREE? What single news reel can ever hope to compare with THREE great big individual news reels secured, prepared and released by the biggest combination of talent in the news reel industry? ANSWER IT YOURSELF!!!!! All of which enables us to repeat again and again as we have many times before, i. e.—IF YOU WANT TO PUT YOUR HOUSE ON THE MAP WITH EXCLUSIVE NEWS BEATS AND SCOOPS OF THE "BIG THREE" AND GIVE YOUR PATRONS ALL THE BIG NEWS FIRST—BOOK AND SHOW THE "BIG THREE" EVERY WEEK.

Produced by International--Released by Universal

Publicity for "A Petal on the Current"

ADVANCE STORY.

THAT Fannie Hurst wrote the story of "A Petal on the Current" is sufficient guarantee that this new Universal starring vehicle for Mary MacLaren, which will be screened at the ..... Theatre ....., is a human tale of a very human person.

The "Genius of the Short Story," as Kathleen Norris has called Fannie Hurst, has reached the pinnacle of her art in "A Petal on the Current," Cosmopolitan magazine readers have declared, and a number of other companies are said to have bid for the story before the Universal obtained it for Miss MacLaren.

So admirably fitted is the role of Stella Schump, who is "in Children's Shoes at the Criterion," to Miss MacLaren, that critics who have read the fiction story and have seen the photo-drama in review have stated that in their opinion Carl Laemmle, Universal's president, bought the tale in the belief that Miss Hurst drew on Mary MacLaren's screen personality for her principal character.

Reality, rather than realism, shines forth from this human, inspiring record of success, in spite of the damnation of a girl by circumstance and of her downward course on the river of disillusionment, of her struggles to gain the shore of "Another Chance," and of the man who proved to be the means for her rehabilitation.

Tod Browning, who produced this drama, also was responsible for that previous MacLaren hit, "The Unpainted Woman." Supporting Miss MacLaren, Robert Anderson, Gertrude Claire, David Butler, Victor Potel, Beatrice Burnham and Fritzie Ridgway will be seen.

THE WEDNESDAY GIRL.

NAPOLEON'S lucky day was Monday, Caesar's Thursday, Madame la Pompadour's Friday, and Theda Bara's favorite is said to be Tuesday.

But Mary MacLaren, who has won her way from the ranks of the "unknown" in filmland to the top rung of the ladder of fame and fortune in two or three short years, says Wednesday is the lucky day for blondes. The star of "A Petal on the Current," now showing at the ...., was born on a Wednesday and got her first big "job"—at the Winter Garden—on Wednesday. Al Jolson, with whom she appeared, told her one Wednesday she had "the movie face," and the next Wednesday she left for California.

On a Wednesday Lois Weber singled her out "from among 'em" and gave her a chance to be somebody. "Shoes," one of the biggest Lois Weber photo successes ever released, and starring Miss MacLaren, was started and finished on Wednesdays. Universal gave the blonde beauty her first substantial contract on a Wednesday and bought "A Petal on the Current" from Fannie Hurst, the noted author, as a vehicle for "Merry Mary" on a Wednesday. The picture was completed on a Wednesday.

Is there any "Monday girl" or "Saturday girl" who can equal this record? If there are such Miss MacLaren wants to know it. Send in your experiences by mail or bring them to the box-office of the ..... Theatre during the run of "A Petal on the Current."

ADVERTISING PUNCHES.

1—Dominant in all exploitation, of course, should be the name Mary MacLaren.

2—The authorship of the story, which appeared in Cosmopolitan Magazine under the name of Fannie Hurst, one of the world's most widely advertised novelists and short-fiction writers.

3—Don't hesitate to draw attention to the direction of Tod Browning, who produced "The Brazen Beauty," "The Exquisite Thief" and "The Unpainted Woman." Browning was once associated with D. W. Griffith.

4—A warning to young girls is combined with a disclosure of the damning power of circumstantial evidence in this picture. Play it up in the advertising.

5—The truth that the waterfront and the municipal park are the ultimate portals that lead the down-and-outer to oblivion as demonstrated in "A Petal on the Current" may inspire an advertising idea that would apply to your town.

6—The use of the "action in close-up" which the perfect complexion of Mary MacLaren alone of film beauties, permits.

7—The taking of many scenes in San Francisco, the "New York of the West."

8—This story was written by Fannie Hurst last year, but it might have been written last month from the police blotter in New York City. Columns and columns of publicity have been given to just such cases within the last few weeks. The unsupported testimony of vice squad detectives causes hundreds of such cases every year. Only Fannie Hurst beat them all to it in the story line and the Universal scored with it first on the screen. No more timely picture on the market today.

DIRECTOR BROWNING SAYS——

"THERE is only one logical reason for buying a fiction story for screen adaptation," said Tod Browning, the director of "A Petal on the Current," which comes to the ..... Theatre on .....

"If a story is in such shape that the scenario writer is put in the position of the constructor who carries out the ideas of the designer that story is a good prospect for the screen, providing, of course, the vehicle is good drama and seasonable.

"I emphatically want to go on record as opposing the garbling of fiction in making it into a screen play, as I am opposed to the coloring of newspaper stories. They are, in a way, in the same category. They have something to tell and they never fail to lose in the telling when the narrative thread is wound on a different woof. When I produced 'The Unpainted Woman' from Sinclair Lewis' 'Prairie Gold' I followed the story faithfully. With 'A Petal on the Current" in the Cosmopolitan Magazine I have done the same thing. Anyone will recognize it on the screen, will appreciate, too, the Fannie Hurst atmosphere I believe I have succeeded in creating. The Gertie Cobbs and the Ed Kinealys and Skinny Flints of the story are present in the film play just as if Fannie Hurst had written them.

"Mary MacLaren is Stella Schump. It is not merely a bit of fine acting; Miss MacLaren has absorbed the role. It is the same with David Butler and with Robert Anderson, and Fritzie Ridgway and the rest of the cast."

MARY MacLAREN

in

"A PETAL on the CURRENT"

A Universal Special Attraction, in which Mary MacLaren unquestionably does her greatest emotional work.

Fannie HURST'S Greatest Story

"A PETAL ON

"I'LL TEACH YOU TO BE A STAY-OUT" --- "THERE'S THE STREET!"

"YOU DON'T LOOK LIKE MOST OF 'EM--- I'LL SNEAK YOUR LETTER OUT"

"THIS STORE WILL NOT EMPLOY PERSONS OF DOUBTFUL CHARACTER— YOU ARE DISCHARGED!"

HOH RANDALL

"THE CURRENT"

Featuring MARY MacLAREN

IN booking this Universal Special Attraction, bear in mind these facts. Fannie Hurst is the highest paid short story writer in the world. Fannie Hurst's stories have but once or twice before appeared in pictures. Fannie Hurst has a following of millions who will go to any length to see her great work on the screen.

Bear in mind that this story—"THE PETAL ON THE CURRENT" appeared in COSMOPOLITAN MAGAZINE with a list of readers reaching from one end of the country to the other.

Bear in mind that in this great production Mary MacLaren does her greatest emotional work, greater than her wonderful work in "SHOES" that was a sensational financial success for exhibitors.

We can't tell you, nor are we going to tell you the story. It's far too big to describe in words. It must be seen to be appreciated.

On that basis we urge you to review "A PETAL ON THE CURRENT" privately, where undisturbed you can appreciate it's possibilities. Your Universal exchange will appoint a time for you. Communicate with them at once.

UNIVERSAL SPECIAL ATTRACTION

Universal City

UNIVERSAL City, the ninth wonder of the world, with its colossal facilities, is where all Universal Special Attractions are produced. Here we turned out such financial successes for exhibitors as Priscilla Dean in "THE SILK LINED BURGLAR" —"THE EXQUISITE THIEF" — "PRETTY SMOOTH"—"THE WILD CAT OF PARIS"— Harry Carey in "BARE FISTS"—"A FIGHT FOR LOVE"—"RIDERS OF VENGEANCE"—"THE OUTCASTS OF POKER FLAT"—Mae Murray in "WHAT AM I BID"—"THE DELICIOUS LITTLE DEVIL" — Mary MacLaren in "THE AMAZING WIFE"—"THE WEAKER VESSEL" —Monroe Salisbury in "THE SLEEPING LION" —Rupert Julian in "THE FIRE FLINGERS" and other big successes.

Here is where you can look for a series of twelve big surprise pictures for the 1919-1920 season. That Universal leads the procession in fine pictures has been proven. That Universal will continue to lead will shortly be proven. Keep your eye on Universal Special Attractions.

UNIVERSAL

Service Page for "A Petal on the Current"

AT A GLANCE.

SUBJECT—"A Petal on the Current."
BRAND—Universal Special Attraction.
LENGTH—Six reels.
STAR—Mary MacLaren.
PREVIOUS HITS—"The Unpainted Woman," "Shoes,"" "Bread," "The Amazing Wife," etc.
DIRECTED BY—Tod Browning.
STORY BY—Fannie Hurst, novelist and short-story writer.
APPEARED IN—Cosmopolitan Magazine.
SCENARIO BY—Waldemar Young.
SUPPORTING CAST—Robert Andersen, David Butler, Fritzie Ridgway, Beatrice Burnham, Victor Potel and Gertrude Claire.
LOCALE—San Francisco. A department store. The Night Police Court. The San Francisco Jail. The waterfront. Union Square.
TIME—Now.
CINEMATOGRAPHER—William Fildew.
THUMB-NAIL THEME—The ruin of a girl through circumstantial evidence and her regeneration by the man who might have saved her in the beginning had not a freak of fate interposed.

HERALD.

STELLA SCHUMP of "Children's Shoes" at the Criterion was no more. She had been broken by circumstance. Innocent, this rose petal, carried downward by a cataract of suspicion and intolerance to the pool of oblivion, stood branded an outcast, the disgraceful cause of her mother's death, and a menace to society.

Into Union Square in the heart of San Francisco Stella Schump plodded, stumbling onto a bench. A creature of the night "shoos" her off her "territory." Stella watches the woman's tactics as she snares a victim. The couple depart and another man drops beside the shivering child. Stella turns her little face to his, seemingly in an effort to imitate the technic of the street-walker.

The man was skeptical; he had lost his faith in women. Stella fell against him, weak from hunger. The man reached to support her. The action pushed his coat-sleeve above his elbow and disclosed a vivid scar. That scar meant all the world to both of them, but to know why you will have to see "A Petal on the Current," Fannie Hurst's great story, in which Mary MacLaren is starring at the ..... Theatre.

STORY BY FANNIE HURST.

Directed by Tod Browning.

CAST.

Stella Schump.....Mary MacLaren
Her Mother.....Gertrude Claire
Cora Kinealy.....Fritzie Ridgway
The Man.....Robert Andersen
Gertie Cobb.....Beatrice Burnham
Skinny Flint.....Victor Potel
Ed Kinealy.....David Butler

ROMANCE had never touched Stella Schump—in the children's shoe department at the Criterion—yet she was flaxen-haired, demure and really attractive. The girls said she had no "push." Mamma Schump looked ahead to the day when her fingers could no longer ply the needle, and she fondly pictured Stella as the adored wife of a "good steady earning young man," with genteel habits and a black suit for Sundays, and maybe after years of labor, a Ford. Cora Kinealy, also in "children's shoes," conspires with Mamma Schump to "push Stella into the swim." She is having a party Saturday night and tells Stella she has a "swell feller" for her to meet, who works in a munitions factory and who wears a scar "clear down his arm from standing by his job when the whole south end of the plant exploded."

Stella, after much persuasion, goes to the party. When "the man" comes up the stairs and hears the racket of the girls, he succumbs to an attack of bashfulness and beats it. Ed. Kinealy and others at the party try to make Stella at home. They insist upon her drinking beer with them and, unaccustomed to it, it makes her dizzy. She staggers down the steps and into the cool night.

A man drew near along the shadowy street, and peering into the girl's face, asks: "Lonesome?" With a tongue that babbled nothings under the strange influence of beer, Stella answers: "Haven't you got a girl either?" A star shone against the man's vest. He was on the vice squad. He arrests Stella. Unable to defend herself before the judge, she is sentenced to ten days. At the end of the ten days, Stella returns home, only to find that her mother has died of grief. Heartbroken, Stella gathers up her few belongings and goes into the shadow of Central Park.

A man spoke to her. This time she fled. At last she broke down and sobbed. Her distress drew silent sympathy from a man on the end of the bench, and Stella voluntarily poured out her sorrow to him. He insisted that she go home and, hearing that she was homeless, arose to take her across the park to the Young Women's Shelter Home. She swayed and fell across his arm. The action drew his sleeve to his elbow and she saw that his arm was branded. It was the man who was to have been her escort at the party. Dawn shone in her eyes. Romance was with her.

ADVERTISING DISPLAY LINES

She was afraid to make googoo eyes at a man—
She had never taken a drink in her life—
She was as pure in heart as Francesca—
She loved her mother

YET

She was found drunk in the gutter—
She was arrested on a sordid charge—
She was branded an outcast, a loathsome creature—
And accused of causing her mother's death!

Circumstantial evidence smashed poor Stella's happy world into bits and robbed her of mother, home and honor.

The unsupported testimony of a vice squad detective.

Fannie Hurst's widely read Cosmopolitan Magazine story with Mary MacLaren in the title role.

Mary MacLaren's biggest success, produced by Tod Browning.

She was "framed" by Circumstantial Evidence, Justice's False Stool-Pigeon.

What "A Petal on the Current" is based on is happening in every big city in the world—Petrograd, in New York, in San Francisco or in Peking.

See it and judge whether Justice is being done.

The river or the park—the end of the trail.

a Constant Succes

NEW SCREEN

NOW BEING SHOWN IN THE FINEST THEATRES IN THE LAND, INCLU

THE biggest and finest theatres throughout the country have come to realize just how big the NEW SCREEN MAGAZINE is. They have found it a constant succession of sensations—sensations that fascinate, that entertain and that build a following that means regular money every week it is shown. If you imagine the NEW SCREEN MAGAZINE isn't what you think your house needs, just plant the fact solidly that the CIRCLE THEATRE of Indianapolis is nowshowing the NEW SCREEN MAGAZINE.

YOUR EXCHANGE WILL SHOW YOU A FEW OF THE LAT

ion of Sensations

agine it!
Prominent society woman, seeking new thrill, does deep sea diving
How would you like this job?
Manicuring an Elephant's Toe Nails
Making Guncotton
Testing Guncotton
Would you care for this job?
WOULD you like to experiment in the making of gun cotton, the most powerful explosive in the world next to T.N.T.? Especially if you knew that one little slip

MAGAZINE

HOUSES AS "THE CIRCLE," INDIANAPOLIS, and "THE BRANDEIS," IN OMAHA

MERE talk will never get you anywhere, so we say to you—"Go see the last few issues of the NEW SCREEN MAGAZINE. See the possibilities for sensational advertising. See the novelties in trick photography, industry, science, travel pictures, the new cubist movies, health hints, talks by Lillian Russell, Raymond Hitchcock. New, strange and unusual things that entertain, amuse and educate all in one. You need the NEW SCREEN MAGAZINE for your house and you need it NOW!

—ARRANGE TO SEE THESE ISSUES IMMEDIATELY.

A UNIVERSAL SPECIAL ATTRACTION

Now Showing
To Capacity
Houses and
Delighted
Audiences

MAE MURRAY
in by far her
Greatest Play,
"The Delicious
Little Devil"

THE cleverest and most fascinating picture that you've seen for months—full of the joy of living, wit, humor, farce comedy, melodrama, romance and the brightest titles you ever laughed at.

PLAYED by Mae Murray in the style that nobody can imitate, this perfectly delightful, thrillsome play will please everybody of every age. WID says: "By all means take a chance on this picture."

"WATCH FOR THE BIG TWELVE"

"A Western Wooing"

Two-reel Western Drama.

CAST.

Dusty Kid.....**Pete Morrison**
Lucy Ann.....**Magda Lane**
Lucy Ann's Father.....**Fred Montague**
Sheriff.....**Bert Appling**
Pop Nebeker.....**Slim Allen**

LUCY ANN works in her father's barber shop in a small western village. Among the suitors for her hand is the sheriff of the county. His chief rival is Jim Barlow, known as the Dusty Kid. Lucy is in no hurry to marry. She plays the sheriff against Jim and Jim against the sheriff, and has a good time watching the rivals work.

Jim confides in old Pop Nebeker, who is very fond of the young chap. Pop tells him that his shack is too blinky; that women require pretty fixings in a home. Jim has no money and tells Nebeker. A few days later the stage is mysteriously robbed. The sheriff rides after the bandits. Jim rides to town, finds the place deserted, and steals Lucy. When the circuit rider appears Jim flashes a license and forces him to marry them.

Jim carries Lucy off to his shack. When the posse returns without the bandits, Lucy's father tells them that the girl has been abducted by Jim. To save Jim, she tells the sheriff that they are married.

The sheriff accuses Jim of holding up the stage. He points to the well furnished shack.

When the sheriff is ready to take Jim away Pop Nebeker confesses robbing the stage. In the excitement Jim leans out of a window and whistles for his horse. The horse comes, Pop jumps to his back and races away, giving Jim the money.

The posse storms the house. Jim holds them off with his gun until Pop has had time to escape. Then he returns the money and clears the old man by explaining his good motive.

"Waiting at the Church"

Lyons-Moran Star Comedy.

CAST.

The Groom.....**Eddie Lyons**
The Best Man.....**Lee Moran**
The Bride.....**Mildred Moore**

EDDIE and Lee rush out of church, followed by bride and friends gathered for the wedding. They leave the group at the church steps and run rapidly down the street. They dash up to a house, where a woman directs them to the place where they can find what they are after. They speed away.

A man with a flivver stops in front of a store. The boys jump in and drive away. The owner calls two motor cops who give chase.

The boys' car comes to a stop. They crawl under the car to fix it and an explosion tatters their clothes and blackens their faces. They crawl out and proceed with the car.

The car wrecks against a row of trees. The boys run across a field and sink to a bench. A boy on a tandem motorcycle rides up, stops and enters a store. Eddie and Lee leap on the motorcycle. Lee falls off into a mud puddle and rides on the extra tire of an auto until he catches Eddie again. They finally wreck the motorcycle.

They enter a restaurant where the owner points out the man they are after just boarding a street car. The boys leap aboard the car and drag the man off. They drag him through the streets, losing him down a manhole. They catch him climbing a fire escape of a tall building. He is hit by a machine and bumped by a street car, but after several more narrow escapes the boys drag him into the church, nearer dead than alive.

They rush up to the wedding party and announce that they got it at last. The ceremony starts and, looking toward the organ, the group sees the tattered man playing the wedding march. The boys had gone to get an organist.

Hearst News,

No. 29.

Thrilling Races at Empire Track Attract Crowd.—New York City.

Sub-Title. — Johnny Loftus, who brought home the bacon.

Prince of Wales Doffs His Uniform to Don "Civies."—London, England.

Sub-Title.—Leaving an American Eagle Hut after getting an earful of Yankee slang to guide him on his forthcoming visit to the United States.

How Wilson Guards His Precious Treaty.—Carrying historic document under his arm on way to address Senate.—*Washington, D. C.*

Sub-Title.—Crowds wait in the rain to see the President's car leave the Capitol.

Here's a New Fad That's Cool—and Everything!—Following gay Paree's lead, New York girls discard stockings for the Summer.—*New York City*

Sub-Title. — Who said bootblacks had a tough job?

All the Comforts of Home in Giant Pullman Airplane.—Paris, France.

Sub-Titles.—An air ride to Brussels —at 50 cents a mile—lures fair Parisiennes. Fashion decrees this charming aerial cloak (Courtesy Maison Beer, Paris). All aboard! In the cozy cabin—nothing to worry about except one's complexion. Three hours later they will be in Brussels.

Lose Your Goat?—Maybe it's in this collection of Mexican "nannies"—one of many herds that thrive along the border.—*Canupilla, Texas.*

Sub-Title.—The Mexican border's "strongest" defense—like bandits, they grow fat on sand dunes and sage brush.

French Girl Hailed as Greatest Tennis Player in the World (Omitted from Philadelphia). — *Wimbleton, England.*

Sub-Titles.—Mlle. Suzanne Lenglen winning the semi-final of the All-British Women's Championship. Mlle. Suzanne Lenglen.

Gompers Sails for World Conference on Labor Problems.—New York City.

Sub-Title. — "Goodbye—and good luck."

Doughboy is Modern Daniel in Lion's Den.—Traffic congestion is unknown where this lad and his pet take their daily strolls.—*San Francisco, Cal.*

Sub-Titles.—"I love the ladies!" "Nice pussy!"

Exclusive Views of the Actual Signing of Peace Treaty in Hall of Mirrors!—Versailles, France.

Sub-Titles.—The sumptuous chamber where the Prussian strutted as conqueror fifty years ago now sees his utter humiliation. Seated at the left, The Big Three—Wilson, Clemenceau, Lloyd George. The greatest moment in history. The German delegates sign.

"Indoor Sports" Cartoon by "Tad." Elks Parade in Driving Rain Storm (Special for Philadelphia).—*Atlantic City, N. J.*

Sub-Title.—Frank P. Rain, new Grand Exalted Ruler, and Bruce A. Campbell, retiring executive.

SYNOPSES OF "A WESTERN WOOING," "WAITING AT THE CHURCH" AND HEARST NEWS No. 29.

Still,—
the sc'een's

DOROTHY PHILLIPS

THE CINCINNATI COMMERCIAL TRIBUNE IS A CONSERVATIVE NEWSPAPER.

They give credit only where credit is due, irrespective of whose production they review.

Please read their criticism, a review of splendid character that allows you to figure what you can do with "The Heart of Humanity" in your city.

Carl Laemmle
offers

"THE HEART OF

All-[illegible] Production

yes,-still biggest picture

The Cincinnati Commercial Tribune says of
"The Heart of Humanity"

"Heart of Humanity Film Masterpiece"

A play destined to live forever in the hearts of those who see it is "The Heart of Humanity," which opened a week's engagement at the Lyric, Sunday. That master mind of Allen Holubar has so skillfully handled his appealing story that even its spectacular background is overshadowed completely by the charming romance which is the picture's main theme. Yet scarcely secondary to this is the optimistic illumination it sheds on the great vital problem that touches on the duty owed by humanity to the children wrecked and orphaned by the war. The clarity of the titles is a delight, and this, coupled with the subtle handling of the plot, makes the production a masterpiece, for Allen Holubar, the director, knows the value of contrast and has used his knowledge with the highest degree of success. As Nanette, the character who depicts the glory accomplished by women in the hour of need, Dorothy Phillips proves herself to be one of the screen's greatest players. Barely have such superb heights been reached as she displays.

Proof that "THE HEART OF HUMANITY" is still the screen's biggest picture is undisputably proven by the constant flood of congratulatory letters that pour into the home offices of Universal-Jewel. Exhibitors will continue to clean up with—"THE HEART OF HUMANITY" for years to come. Have YOU played it yet?

JEWEL Productions INC
1600 Broadway, New York City

HUMANITY"

"The Picture that will Live Forever"

Carl Laemmle

offers

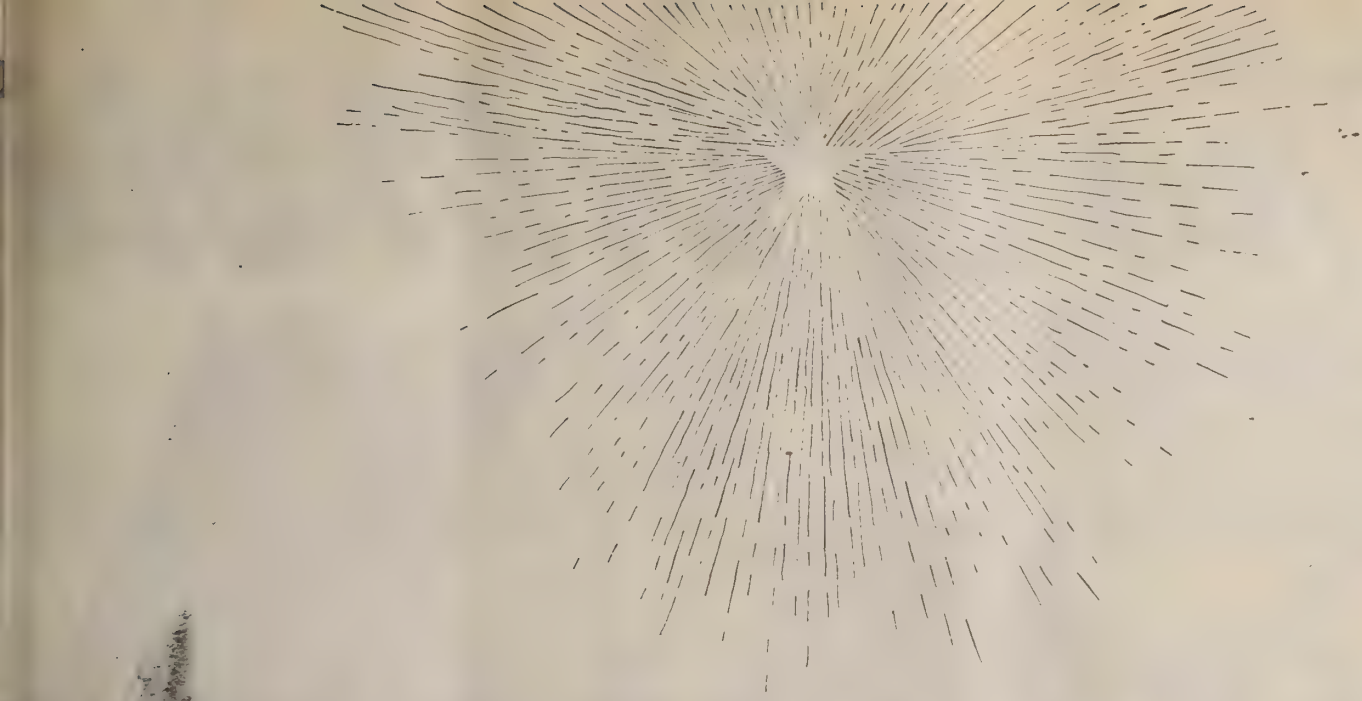
The Star of the World's Greatest Picture

DOROTHY PHILLIPS

of

THE HEART OF HUMANITY"

IN



DESTINY"

A PRODUCTION that towers like a Goliath over the average feature production. A truly extraordinary picture that brings to you Dorothy Phillips, brilliant Star of "The Heart of Humanity," with Dorothy Phillips' many millions of admirers.

A story of a dream of colossal power that came true, with a gripping twist in the ending that sends your audiences away talking, talking, talking, spreading that unpurchasable mouth-to-mouth advertising that packs theatres and brings home the profits to you.

"DESTINY" is destined to sweep the country. With a supporting cast of William Stowell and other Star players, you may expect something decidedly unusual. We urge a private review of "DESTINY" at your nearest Universal-Jewel exchange.

UNIVERSAL Jewel

There with the

SCORES OF THEATRES ARE RUNNING THE "MYSTERIOUS MOTORCYCLE RIDER" STUNT AND IT'S WORKING WONDERS.

WATCH

For Next Week's Ad And See What One of America's Largest Exhibitors Says.

With GRACE CUNARD And Big Cast

Big Smash?—

—we'll say so!

and you will, too, if you see

ELMO LINCOLN

IN

"ELMO-THE MIGHTY"

IN justice to yourself, DO NOT book any other serial on the market until you've seen the tremendous money-making possibilities of Elmo Lincoln in "ELMO, THE MIGHTY." Imagine the value and advertising power of Lincoln's reputation as "Tarzan" in that sensational success—"Tarzan of the Apes" and his reputation as the Blacksmith in "The Kaiser, the Beast of Berlin."

WATCH our ad next week. We are going to publish a letter from one of the biggest theatre owners in all America. We want you to read what he says of "ELMO, THE MIGHTY." You'll read why HE booked this serial. You'll read what he says about how his patrons took this serial. You'll get first hand "inside" information about this smashing serial winner.

BOOK INSTANTLY THRU ANY UNIVERSAL EXCHANGE

SYNOPSES OF "THE HOUSE OF A THOUSAND TRAPS," "UNIVERSAL CURRENT EVENTS, No. 29, AND INTERNATIONAL NEWS, No. 29.

ELMO LINCOLN in

"The House of a Thousand Traps"

Episode No. 9.

"ELMO THE MIGHTY."

CAST.

Capt. Elmo Armstrong	Elmo Lincoln
Lucile Gray	Grace Cunard
Rawden	Ivor McFadden
Steve Blighton	Frederic Starr
Granville Sear	Rex DeRoselli
Mrs. Armstrong	Virginia Craft
Wong	Chai Hong
Gray's Cook	Madge Hunt
The Mystery Man	James Cole

ARMSTRONG is rescued from a ladder on which he is forced to descend into a firey pit by Chai Wong, who knocks the grinning Chinaman who holds the controls, on the head, and drags the ladder back to the platform from which it had mysteriously fallen. By a quick shift, the little Chinaman brought Armstrong back to the room from which he had started. Here he caught a momentary glimpse of Lucile, as she lay on a shelf which looked like the upper berth in a ship's cabin. But just as he was making an attempt to rescue her the berth shut up like the jaws of a trap. At the same instant a powerful gas, which evaporated as quickly as it came, filled the room and overcame Armstrong.

Two Chinamen crept into the room and bound him as he lay unconscious, but Chai Wong came to the rescue again and with two well-directed shots laid them both out, after which he unbound Armstrong and helped him to rescue Lucile. Little Chai knew exactly where every button in the House of a Thousand Traps was placed. As they went out of the room, apparently free, Chai left them and told them how to make their way out. Missing their way, a trap opened suddenly under their feet and shot them into a room which had been used by the renegades as a dungeon in which to imprison those who opposed their will.

After breaking the chains which held two of their most recent victims, Armstrong and Lucile climbed through the iron-barred windows, through which Armstrong's huge strength forced an opening. But here they were no better off. It led into a room in which they found no window or door. In fact, the only opening was through the bottom of the floor and the top of the ceiling. From the top, a cage was suddenly let down and surrounded Armstrong and in this strange sort of an elevator he was suddenly let through the floor into a room where a hungry lion was rushing back and forth. Suddenly the elevator was released and man and lion met in a terrible combat.

Current Events, No. 29

Chicago Stirred by De Valera's Plea for Free Ireland.—Chicago, Ill.

Sub-Titles.—The degree of Doctor of Laws is conferred upon Ireland's President by De Paul University. Thousands hail the Irish patriot.

"Long live Ireland's first President!" cried Frank P. Walsh. "Ireland must and shall be free!"—Rammon de Valera.

"Always on the Job!" Coast Guards' Motto.—Daily drills keep men who cheat the sea of human life in expert trim.—*Cape Cod, Mass.*

Doughboys in France Learn Horticulture.—Study new methods of plant and fruit-tree development. — *Versailles, France.*

Easy to Keep Cool, Even in N' Orleans.—Friendly "fireman" solves the problem for these youngsters.—*New Orleans, La.*

Pilgrim's Landing Now Artists' Studio. — Picturesque and historic landscape lures painters from all over country.—*Provincetown, Mass.*

Sub-Title.—The ancient town-crier furnishes an unique subject for the artist's brush.

"Yanks" in Practice for Henley Regatta.—American four and eight-oared crews in a trial spin just before the start of the London Trophy race. —*Henley, England.*

A Sail on the Sea Brings Real Joy to East Side Kiddies.—New York City.

Sub-Titles.—Mayor's Committee of Women, Mrs. W. R. Hearst, chairman, provides everything for a perfect day. A spotless deck is better for dancing than an East side pavement. And talking of shimmying——. Prohibition doesn't worry him. Sea air sure does help your appetite. A giant battleship is a bit more interesting than a push-cart.

Czecho-Slovaks Hold Huge Demonstration Against Bolshevism—Prague, Bohemia.

"Thar She Blows!"—Cries the lookout, and a harpoon gun is fired from the bow of the whaler.—*Off Monterey Bay, Cal.*

In College Cap and Gown, Pershing Gets Degree at Oxford.—Oxford, England.

International News

No. 29.

French and "Yanks" Celebrate Birth of American Freedom.—Paris, France.

Sub-Titles.—The battle-torn standards of the men who fought and died with Lafayette. President Poincaire, Admiral Knapp, General Foch, General Pershing and Premier Clemenceau are among the spectators.

World's Largest Ships Exchange Greetings.—The Leviathan and Imperator pass each other in the Hudson River.—*New York City.*

Sub-Title.—The Imperator, loaned to America by Germany in exchange for food. The last word in ship-building—the Leviathan and the Imperator.

Little, But Oh My! This Tiniest Air Flivver.—Shown here alongside a giant Pullman plane—cost $800 and is ideal for shopping.—*Paris, France.*

Sub-Title.—You can't take your best girl along.

Polo Keeps the Border Guards Fit for Action.—Artillery and Cavalry teams break the monotony of "watchful waiting."—*El Paso, Texas.*

Sub-Title.—Score one for the Artillery.

"Yank" Athlete Sets New World Record.—Jumping as they "jumped" the Germans, the Americans win the pole vault.—*Paris, France.*

Sub-Title.—After barbed wire these are no obstacles at all. The lad who stumbles is not a "Yank." Butler, American, wins with a broad jump of 24 feet 9 inches. Low bridge! Both members of this club. "Lieutenant" Warren Pershing and his dad greet the King of Montenegro. "Lieutenant" Pershing and his "Chief of Staff." Months of peace, but they're still full o' pep.

Original Shimmy Dance—a Sacred Rite!—Mescalera Indian Festival shows the new terpsichorean movement is of old origin.—*Mescalera, N. Mex.*

Sub-Title.—The Circle Fire Dance is a three-day marathon.

French Government Official Pictures of the Historic Scenes at Treaty Signing!—Versailles, France.

Sub-Titles.—General Bliss, in the foreground, with back to camera, moves to center and signs the treaty. The Guard of Honor enters the Hall of Mirrors. David Lloyd George slips his fountain pen back in his pocket after signing for Great Britain. The Servian delegates—the Japanese on the right—Premier Paderewski next to the last man at the left at table. Seated at the left—General Bliss, Colonel House, Henry White, Secretary Lansing, President Wilson, Premier Clemenceau and Lloyd George. The treaty is signed! An epoch is closed and a new, clean, white page opens on human history.

COMING

A bunch of brand new single reel laughs

OKEH

Komedies

Produced by UNIVERSAL
Released every 2nd week
Watch for further Announcements
and in the meantime
ASK YOUR UNIVERSAL EXCHANGE MANAGER

TALK to your exchange manager NOW in advance for these new "OKEH" Comedies to be released, one every two weeks (one every other week). OKEH Comedies will be produced to qualify the meaning of the name of these comedies, I. E.—O. K., in every sense of the word. See them on the screen. Exhibitions now going on in all exchanges.

TO BE BOOKED THRU ALL UNIVERSAL EXCHANGES

It's coining Money

It's the honest truth, I pretty nearly need the police on my "Red Glove" days. Business is great.. I've never had anything that went over better. It's going so well that I don't know whether to be pleased or not; the crowds have been almost too big to handle.
I. FELDMAN,
Manager Alhambra and Photo to Lyceum Theatres,
Brooklyn.

We are tremendously pleased with our business with "The Red Glove." It is no exaggeration to say that our patrons are crazy over it. This is true in both our theatres, the Essanay and the Beauty.

We are always strong Universal supporters and pass up nothing, but "The Red Glove" has given us a distinct thrill. It is a fine serial. Our results prove it.
JOHN WOLF, Pres.,
Beauty Theatre, N. Y. C.

We are using your serial, "The Red Glove," in three theatres, the Golden Rule, New York, and the Windsor Terrace and Bushwick in Brooklyn, and are doing simply fine with it. All three houses report the same; that they are packing them in on "Red Glove" day. I couldn't speak too well for it.
H. GROSS.

I'm doing a wonderful business with "The Red Glove." I always do with your serials, because I use them all, as you know, but this is exceptional. I thought you'd be glad to know about it.
HENRIETTA SCHNIER.
Central Theatre,
771 Ninth Ave.,
New York City.

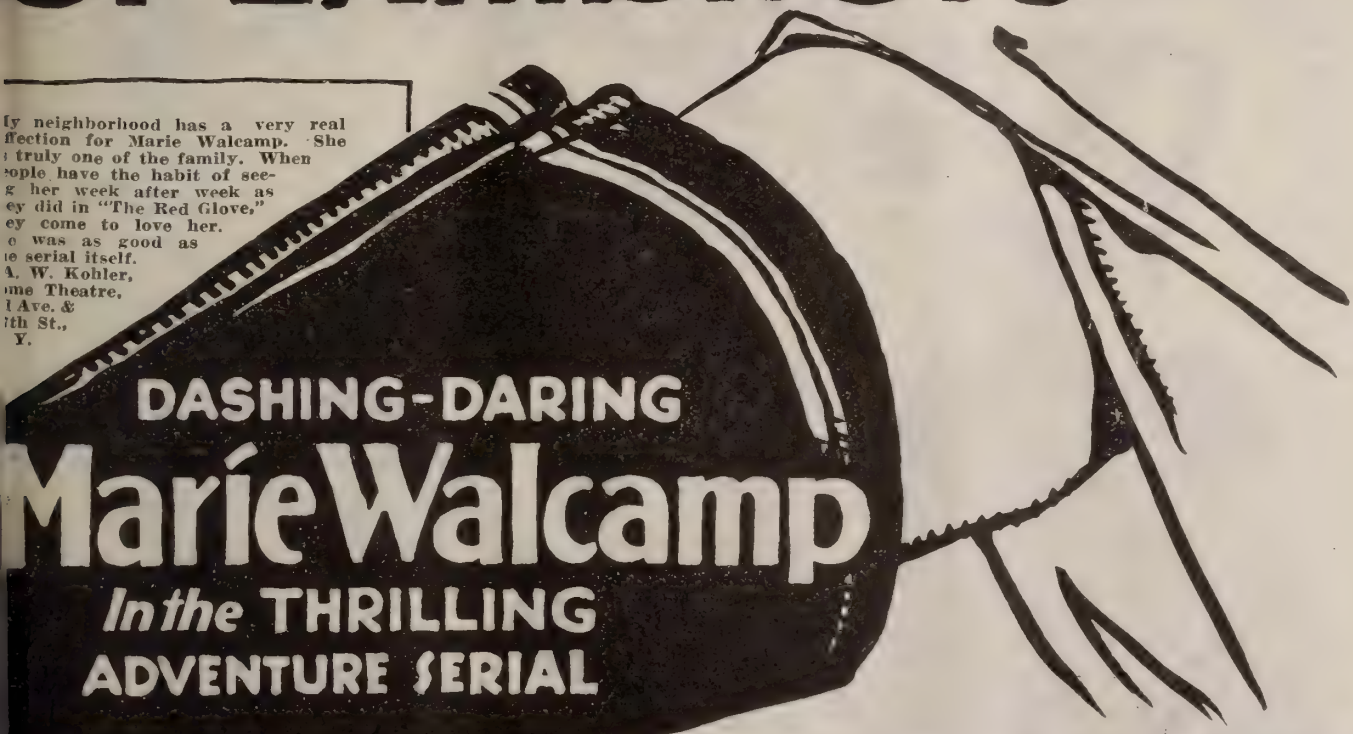
"The Red Glove" played in our circuit of six theatres and has been a winner, indeed. Our experience has been that Universal serials topped all that are on the market. "The Red Glove" beats anything that came before it.
SHEFFIELD THEATRE CIRCUIT,

We couldn't say anything too good about "The Red Glove." The kids in our neighborhood—and there are plenty — were plumb crazy about it. We never worried whether the feature would draw on the days of "The Red Glove." The serial packed them in.
ROSEN BROS.,
Garden and Nassau Theatres,
Brooklyn.

I am tickled to death with the success I am having with "The Red Glove." I have been a showman in a good many cities in these United States, but I never did better anywhere with any kind of show than I am doing right now with your Marie Walcamp serial. I tell everybody I meet. More luck to you.
STANLEY McINTOSH,
Lyric Theatre, Rahway, N.

or Exhibitors —

ly neighborhood has a very real ffection for Marie Walcamp. She truly one of the family. When ople have the habit of see- her week after week as ey did in "The Red Glove," ey come to love her. o was as good as e serial itself.
A. W. Kohler,
me Theatre,
l Ave. &
th St.,
Y.



DASHING-DARING

Marie Walcamp

In the THRILLING ADVENTURE SERIAL

"The RED GLOVE"

"It isn't often that an exhibitor can count on a sure thing week in and week out, but I was able to for months running when I played "The Red Glove." After the first two weeks I knew that there were sixteen weeks of security ahead of me. It never failed. Each episode was a sure thing."

JOHN WITTMAN,
El Dorado Theatre,
Wilkins Ave. & Freeman St.
Bronx.

READ These Letters

Look at these letters taken at random from letters received on Marie Walcamp in—"THE RED GLOVE." Here are statements of fact; words from exhibitors who have paid and played. If after reading these letters you don't book "THE RED GLOVE" you're in the wrong business.

"THE RED GLOVE" is a hurricane for action, a marvel for crowd-getting and a wonder for holding power; 18 solid weeks of money and profits with the finest serial entertainment for your patrons ever filmed. Get an Ad campaign book and more dope NOW from your exchange.

BOOKING THRU ALL UNIVERSAL EXCHANGES

Smiling PETE MORRISON

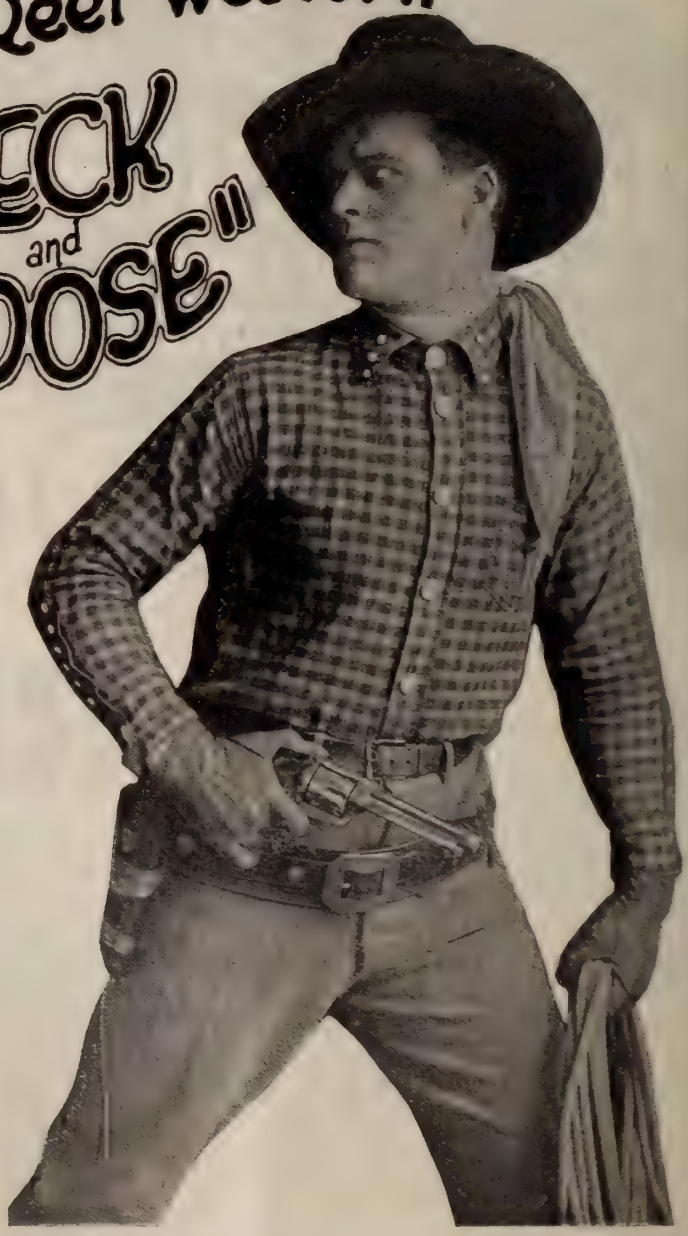
and beautiful

Magda Lane

in their Latest

2-Reel Western

"NECK and NOOSE"



WITH Magda Lane co-starring with Smiling Pete Morrison, who already has a big following, you have a two-star combination in two-reel subjects that will draw as big as many of the high-priced features of to-day.

Perhaps you don't know how popular these two-reel western pictures are or how they draw. Many theatres are advertising these wonderful short subjects as big as their five-reelers. SEE THEM, and you'll book them all.

ANY UNIVERSAL EXCHANGE

At Last

AT last, the exhibitors of America have awakened to the fact that our extraordinary BLUEBIRD SPECIAL BOOKING DEAL on 67 picked pictures is the biggest thing of the season for the trade. Hundreds of theatres have already booked anywhere from 25 pictures to the entire list and have pronounced—

The Extraordinary BLUEBIRD Special 67 Picture Booking Deal

—a veritable godsend. At the start of this plan, exhibitors could not see the deal. TODAY they are writing and wiring expressions of congratulations for BLUEBIRD for the plan of such magnificent scope of business and profits taking in a whole season.

Any Bluebird exchange manager will explain the group deal to you in detail. Briefly it is just this. We have picked from over 150 releases the 67 finest Bluebird proven winners. These are offered to you now on the basis of—THE LARGER THE NUMBER OF THESE PICTURES YOU BOOK THE LOWER THE COST TO YOU PER PICTURE.

Glance at the following pages of Stars. Note the stories, plays and brilliant successes that you get, which, if you've never shown them in your house, are as good today as the very day they were released.

It's the offer extraordinary, and your Bluebird exchange manager will tell you more surprising things about it. Communicate with your Bluebird Exchange today and get all the facts. Now see the following seven pages with the entire list of the productions offered on the last page of this special advertisement.

MONROE SALISBURY
Mansfield of the Screen, comes to you in the following Bluebirds:
"The Savage"
"The Millionaire Pirate"
"The Eagle"
"That Devil, Bateese"
"Hands Down"
and many others

Dorothy Phillips
Brilliant Star of
"The
Heart of Humanity"
Comes to you in the following Bluebirds:
"The Grand Passion"
"Broadway Love"

RUPERT JULIAN
Star of the Sensational Success, "The Fire Flingers," comes to you in the following Bluebirds:
"MYSTERIOUS MR. TILLER"
"MOTHER O' MINE"

Lovely RUTH CLIFFORD comes
to you in the following Bluebirds:
"THE CABARET GIRL"
"THE GAME'S UP"
"THE LURE OF LUXURY"
"FIRES OF YOUTH"
"MIDNIGHT MADNESS"

Adorable
PRISCILLA DEAN in
"SHE HIRED A "HUSBAND"
"THE BRAZEN BEAUTY"
"WHICH WOMAN"?
The biggest box office star of many seasons
PD-26

VIOLET MERSEREAU
popular with millions of Photoplay Fans everywhere in
"MORGAN'S RAIDERS"
"TOGETHER"

HERE'S THE LIST OF

BLUEBIRD

Productions offered to you in this special deal on
67 Winning Pictures

Dorothy Phillips in
"THE GRAND PASSION"
"BROADWAY LOVE"

Priscilla Dean in
"SHE HIRED A HUSBAND"
"THE BRAZEN BEAUTY"
"WHICH WOMAN?"

Carmel Myers in
"THE LITTLE WHITE SAVAGE"
"WHO WILL MARRY ME?"
"ALL NIGHT"
"A SOCIETY SENSATION"
"THE DREAM LADY"
"THE CITY OF TEARS"
"BROADWAY SCANDAL"
"THE MARRIAGE LIE"
"THE WINE GIRL"
"THE GIRL IN THE DARK"
"THE WIFE HE BOUGHT"
"MY UNMARRIED WIFE"
"THE LASH OF POWER"

Juanita Hansen in
"THE SEA FLOWER"

Marie Walcamp in
"TONGUES OF FLAME"

Frank Keenan in
"THE LONG CHANCE"

Herbert Rawlinson in
"BRACE UP"
"THE MAN TRAP"
"FLIRTING WITH DEATH"

Lois Weber in
"SCANDAL MONGERS"

Zoe Rae in
"DANGER WITHIN"

Louise Lovely in
"A RICH MAN'S DARLING"

Mae Murray in
"FACE VALUE"
"PRINCESS VIRTUE"

Fritzi Brunette in
"THE SEALED ENVELOPE"
"THE VELVET HAND"

Franklyn Farnum in
"THE EMPTY CAB"
"FAST COMPANY"
"THE FIGHTING GRIN"
"$5,000 REWARD"
"THE SCARLET CAR"
"THE WINGED MYSTERY"
"ANYTHING ONCE"
"A STORMY KNIGHT"

Ella Hall in
"A MOTHER'S SECRET"
"MY LITTLE BOY"
"THE SPOTTED LILY"

Francis Ford in
"THE CRAVING"

Rupert Julian in
"MYSTERIOUS MR. TILLER"
"MOTHER O' MINE"

Edith Roberts in
"A TASTE OF LIFE"
"SET FREE"
"LOVE SWINDLE"
"THE DECIDING KISS"

Monroe Salisbury in
"THE MILLIONAIRE PIRATE"
"HUGON THE MIGHTY"
"THAT DEVIL BATEESE"
"THE EAGLE"
"WINNER TAKES ALL"
"THE SAVAGE"
"THE DESIRE OF THE MOTH"
"THE GUILT OF SILENCE"
"THE RED, RED HEART"
"HUNGRY EYES"
"HANDS DOWN"

Ruth Clifford in
"THE GAME'S UP"
"THE CABARET GIRL"
"FIRES OF YOUTH"
"THE LURE OF LUXURY"
"MIDNIGHT MADNESS"

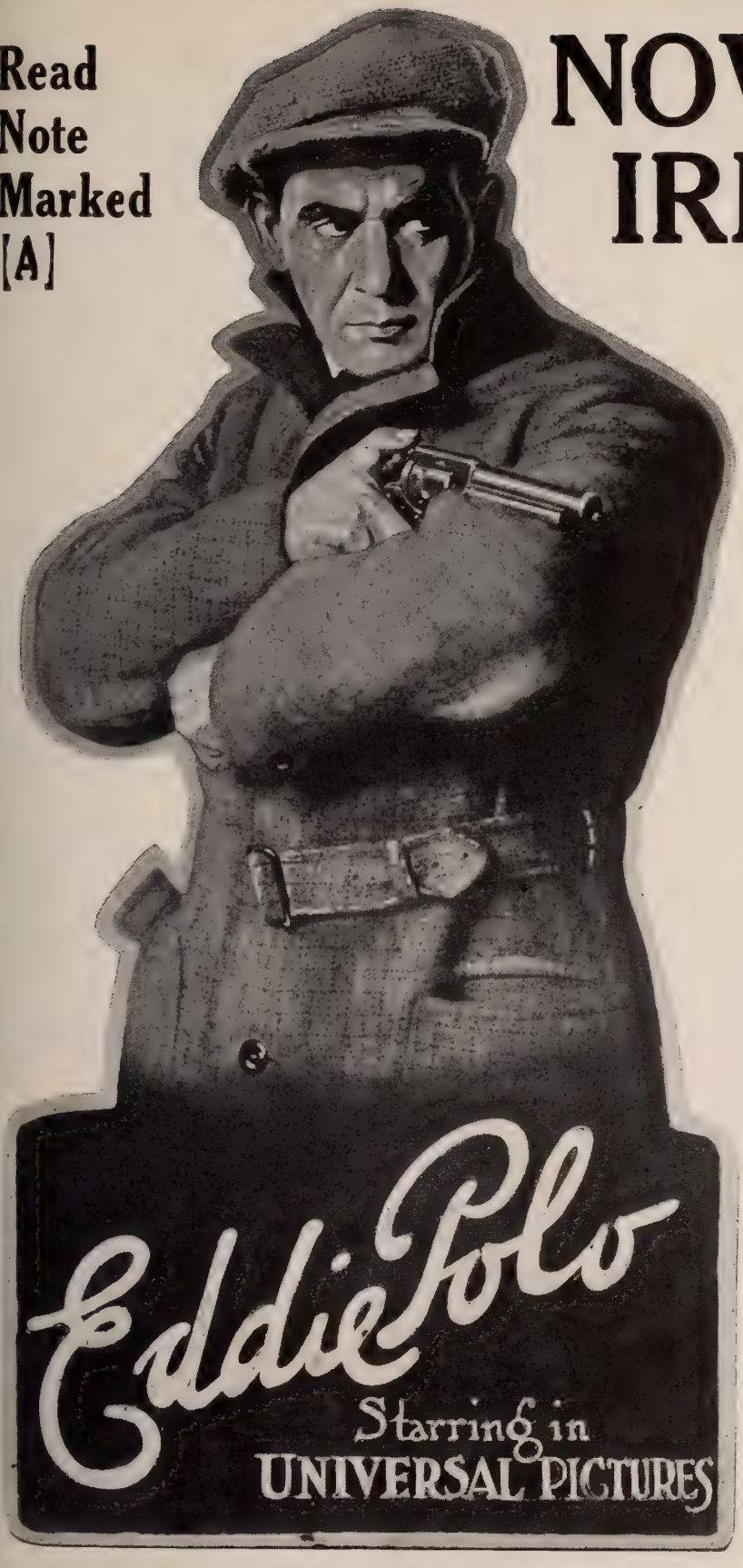
Violet Mersereau in
"TOGETHER"
"MORGAN'S RAIDERS"

Select Your List of Attractions and Wire Your Nearest BLUEBIRD EXCHANGE

BLUEBIRD Photoplays, Inc., 1600 Broadway, New York

Read Note Marked [A]

NOW IN IRELAND



"WATCH FOR THE BIG TWELVE"

Eddie Polo is now in Ireland, being starred in the Universal's mighty new serial sensation, the first and only serial in the history of the film business that takes in two continents for its stage. In due time the title of this big new serial sensation will be announced. In the meantime you can build a still greater following for POLO in your house by playing all the—

10 BIG "CYCLONE SMITH" STORIES

that are two reels each and produced on the elaborate scale of the costliest 5-reel subjects. SPECIAL in story, titling, handling, tinting and production. Big settings and big action. Biggest two-reel subjects ever filmed by Universal. See them all at your nearest Universal Exchange.

—o—

(A) The Universal's Poster Department has issued a 3-sheet as shown by accompanying illustration. It has a wide red border line around the figure. You can secure one of these three-sheets from any Universal Exchange, paste it on a compo board or heavy cardboard and then cut it around the red border. Put an easel in the back and stand this striking cut-out in front of your theatre. AT little or no expense you have a swell ballyhoo flash of POLO. TRY IT!!!

UNIVERSAL

MARY MacLAREN

IN

"THE WEAKER VESSEL"

It's Rich!

WID says: "Could hardly be improved upon. Direction, touches and 'bits' are big features. An emphatically welcome picture if you have been running heavy 'mellers.' Mary MacLaren has been constantly adding to her list of followers and the pulling power of her name should be taken advantage of."

"I'll give you the lickinest best house in the village," said J. B. Hanks. "Kin I be your lovin' tootsey wootsey boy?"

JULIAN JOHNSON, Editor of Photoplay, says: "You have a positive roar in 'The Weaker Vessel'." MOVING PICTURE WORLD says: "There is a welcome flavor of originality in 'The Weaker Vessel' . . . delightful human touches . . . splendid, humorous moments . . . a picture of unusual merit." Show it, then watch for "The Big Twelve."

A UNIVERSAL SPECIAL ATTRACTION

THE MOVING PICTURE WEEKLY

KATHRYN ADAMS
IN
"The Little Brother of the Rich"

AUGUST 9, 1919

VOL. 8. NO 25

EDDIE POLO

Hercules of the Films

Now In Europe

with the J. P. McGowan Universal Company of players being starred in a wonderful two serial, staged on two continents. A great big brand new idea serial, never before attempted. A serial that's going to be a smashing financial winner for you, bigger than "THE LURE OF THE CIRCUS." In the meantime Polo will prove

A Mighty drawing Card

in his true to life series of Western two-reel subjects that have already and are now packing theaters everywhere. The great,

TEN BIG "CYCLONE SMITH" STORIES

that feature Polo as the Star in each. Ten mighty two-reel subjects that are handled in the making like costly features. You can see most of them NOW at any Universal Exchange. See one and you'll book all ten. World-beaters for box office attractions.

"WATCH FOR THE BIG TWELVE"

Look Carefully

at the Stars on the next two pages

Look at the names—DOROTHY PHILLIPS—CARMEL MYERS—PRISCILLA DEAN—MAE MURRAY—JUANITA HANSEN—LOIS WEBER—HERBERT RAWLINSON—ZOE RAE—RUTH CLIFFORD—FRANK KEENAN—FRANKLYN FARNUM—and many others to be found on the last page of this special 4 page advertisement. These are the Stars you get in the big

SPECIAL BLUEBIRD GROUP BOOKING DEAL

Stars whose names are linked with the biggest picture successes in picture history. Dorothy Phillips with "THE HEART OF HUMANITY"—"DESTINY"—PRISCILLA DEAN—with "The Wildcat of Paris" and other notable financial successes. And you can book as many of these Bluebird Pictures as you wish on the basis of THE LARGER THE NUMBER YOU BOOK THE LOWER THE COST TO YOU PER PICTURE. Your Bluebird Exchange Manager will explain all the other important facts in detail. GET THE FACTS NOW and make a clean up you never believed possible. See the list on the back page of this 4 page insert.

BLUEBIRD

Photoplays - 1600 B'way, N. Y.

FAMOUS STARS

that you get in wonderful
BLUEBIRD PICTURES
in this
SPECIAL DEAL

JUANITA HANSEN

MARIE WALCAMP

PRISCILLA DEAN

DOROTHY PHILLIPS

CARMEL MYERS

MAE MURRAY

FAMOUS STARS

that you get in wonderful
BLUEBIRD PICTURES
in this
SPECIAL DEAL

FRANK KEENAN

FRANKLYN FARNUM

LOIS WEBER

GRACE CUNARD

RUTH CLIFFORD

ZOE RAE

EDITH ROBERTS

HERBERT RAWLINSON

Here's the List of BLUEBIRD PRODUCTIONS

That you can book on the money making Group Plan

Dorothy Phillips in
"THE GRAND PASSION"
"BROADWAY LOVE"

Priscilla Dean in
"SHE HIRED A HUSBAND"
"THE BRAZEN BEAUTY"
"WHICH WOMAN?"

Carmel Myers in
"THE LITTLE WHITE SAVAGE"
"WHO WILL MARRY ME?"
"ALL NIGHT"
"A SOCIETY SENSATION"
"THE DREAM LADY"
"THE CITY OF TEARS"
"BROADWAY SCANDAL"
"THE MARRIAGE LIE"
"THE WINE GIRL"
"THE GIRL IN THE DARK"
"THE WIFE HE BOUGHT"
"MY UNMARRIED WIFE"
"THE LASH OF POWER"

Juanita Hansen in
"THE SEA FLOWER"

Marie Walcamp in
"TONGUES OF FLAME"

Frank Keenan in
"THE LONG CHANCE"

Herbert Rawlinson in
"BRACE UP"
"THE MAN TRAP"
"FLIRTING WITH DEATH"

Lois Weber in
"SCANDAL MONGERS"

Zoe Rae in
"DANGER WITHIN"

Louise Lovely in
"A RICH MAN'S DARLING"

Mae Murray in
"PRINCESS VIRTUE"
"FACE VALUE"

Fritzi Brunette in
"THE SEALED ENVELOPE"
"THE VELVET HAND"

Franklyn Farnum in
"THE EMPTY CAB"
"FAST COMPANY"
"THE FIGHTING GRIN"
"$5,000 REWARD"
"THE SCARLET CAR"
"THE WINGED MYSTERY"
"ANYTHING ONCE"
"A STORMY NIGHT"

Ella Hall in
"A MOTHER'S SECRET"
"MY LITTLE BOY"
"THE SPOTTED LILY"

Francis Ford in
"THE CRAVING"

Rupert Julian in
"MYSTERIOUS MR. TILLER"
"MOTHER O' MINE"

Edith Roberts in
"A TASTE OF LIFE"
"SET FREE"
"LOVE SWINDLE"
"THE DECIDING KISS"

Monroe Salisbury in
"THE MILLIONAIRE PIRATE"
"HUGON THE MIGHTY"
"THAT DEVIL BATEESE"
"THE EAGLE"
"WINNER TAKES ALL"
"THE SAVAGE"
"THE DESIRE OF THE MOTH"
"THE GUILT OF SILENCE"
"THE RED, RED HEART"
"HUNGRY EYES"
"HANDS DOWN"

Ruth Clifford in
"THE GAME'S UP"
"THE CABARET GIRL"
"FIRES OF YOUTH"
"MIDNIGHT MADNESS"

Violet Mersereau in
"TOGETHER"
"MORGAN'S RAIDERS"

Select Your List of Attractions and Wire Your Nearest BLUEBIRD EXCHANGE

BLUEBIRD Photoplays, Inc.
1600 Broadway, New York

JOE MARTIN SOLILOQUIZES

I'm sore again. The boss says I'm getting temperamental, but one of the actors told me confidentially that you can't be a regular actor without temperament so I get sore every chance I get, and if no chance seems to be in the offing, I make one. I'm doing the best I can to be a regular human actor.

But this time I'm sore as a boil. What do you think they've done now? I thought it was pretty raw when they mentioned the names of my supporting cast in "Monkey Stuff" and "The Jazz Monkey" in the advertising and on the posters. My contract calls for star billing. And I got sore all over again and tore up my contract and demanded two bones a day salary instead of one, because the boss had made enough money off my pictures to retire almost a million dollars of stock.

But this is the limit.

Here the boss has taken a hundred thousand dollars of the money I made for him, mind you, and hired a lot of scientific stiffs from the Smithsonian Institute (I haven't anything against the Smithsonian; there are a couple of my ancesters there) and the Department of Agriculture and sent them to Africa. I could tell them where to go all right. But they wouldn't go there.

And what are they going to do in Africa? I know what they're going to do there all right. But the boss of the Universal says they are going to take pictures that nobody in this country ever saw, of wild animals, lions, leopards, elephants, crocodiles, hippos and buffalo right in the street where they live. You know, eating and drinking and powdering their noses and making love and everything. Ain't that hell? Spending $100,000 to get something that nobody else ever got and going all the way to Africa for it too. And why? Why, just to please the dear old exhibitors. That's why. They want that stuff and the harder it is to get the worse they want it. They're all plumb loco.

But, I want to tell you this expedition looks queer to me. I think the boss is sending this expedit on to Africa to find another Joe Martin. That's what I think. He knows that some irresponsible agents have been talking in big figures to me and he'd be pretty sorry to lose the huge profits that I make for him. But I can tell him right now that he's throwing that $100,000 away. There ain't no more Joe Martins. I'm the only one and I'm the comedy kid.

Hey there! —have you booked the new

"OKEH" KOMEDIES

Released beginning August 11th

Beginning on August 11th, and thereafter every two weeks, Universal will release a new single-reel comedy with such well-known comedians as Jack Dillon, George Ovey and Neal Burns. Real house-warming comedies full of pep and fun; good, fast, clean stuff that every house can show with profit. See them at any Universal Exchange.

SPEAK TO YOUR UNIVERSAL MGR. NOW

Spot Cash For Clever Ideas

WE want a lot of new ideas. These ideas need not be particularly for pictures alone, but can cover any branch of the industry. We will pay cash and generous amounts to anyone, in the trade or out of it, who can suggest—ways and means to improve our productions—who can suggest ideas that will benefit any branch of production, stories, plays, novels, scenarios—who can send us ideas to better projection, or any other branch of the industry.

The Universal, with its greatly increased force, is working at top speed at its coast studios to bring out the biggest and best productions for the coming seasons.

Any ideas that are adaptable from the suggestions received will be paid for AT HIGHEST PRICES.

ANY idea you may have. Remember that. Ideas on efficiency, commercial, stories, or for any other end of the business.

You will be given full credit for your ideas if accepted, and a generous check in the bargain.

Don't be backward about sending in your suggestions, no matter how trivial they may appear to you. What you might consider a small thing may prove to be a great big winning idea, so send along anything and everything you may have in mind.

Exhibitors may appeal to their patrons by means of slides, asking for suggestions on improvement for pictures, etc., etc., as herein mentioned.

The public have a tremendous lot of ideas. Why not ask for them? Try it, starting NOW in your house, then communicate with—

UNIVERSAL

SPE

IN hundreds of theatres all over the country, Marie Walcamp, in "THE RED GLOVE," is breaking all records for speed in getting the money—speed in piling up profits for exhibitors, and speed in establishing reputations for all these theatres as THE popular house where the finest serials are shown.

No serial compares for artistry with "THE RED GLOVE." It leads them all. For punch, thrills, suspense, action and class, "THE RED GLOVE" has it on competitive serials forty different ways. YOU SIMPLY MUST SEE IT! You can't resist it, neither can your patrons. It's a whirlwind serial that brings in a steady stream of coin to you for eighteen successive weeks. SEE IT NOW!

SEE IT AT YOUR
NEAREST UNIVERSAL
EXCHANGE

Marie Walcamp *in*

ED
18 WEEKS 18
R. Schwalm 1919
"The RED GLOVE"

THE MOVING PICTURE WEEKLY

A MAGAZINE FOR MOTION PICTURE EXHIBITORS

Published Weekly by the MOVING PICTURE WEEKLY PUB. CO.
1600 BROADWAY, NEW YORK CITY

PAUL GULICK, *Editor.* TARKINGTON BAKER, *Bus. Mgr.*

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VOL. 8. AUGUST 9, 1919. No. 25

Turning Them Away Three Nights A Week

CHRIS VOLLMER,
Idle Hour Theatre, Pittsburg.

SUCCESS stories can be told in a very few lines, and here is one of them which came to hand during the Universal Anniversary. It is from Chris Vollmer, of the Idle Hour Theater, on Diamond Street, Pittsburg. The slogan of the theater is: "The Home of Universal Pictures." Here's the letter:

Mr. Herman Stern, Mgr.,
Universal Film Exchange,
Pittsburg, Pa.

Dear Sir:

I want to take this opportunity of thanking you for having such representatives as Mr. Cherry, in your employ. I have been running every one of your reels for some time, and intended to lay off all serials during the summer months, and if it had not been for Cherry, who sold me the idea that I could make more money with "Elmo the Mighty," "Red Glove" and "Lure of the Circus" during the hot weather, **I would not be turning them away three nights a week.**

Most salesmen, after they sell you a picture, seem to think that the transaction is finished, but with your Mr. Cherry, after he sells you anything he starts in to work to show you how to put it over.

Thanking you for past favors, I remain, Very truly yours,

C. J. VOLLMER.

UNIVERSAL SERVICE EVERY DAY OF WEEK

THE O'Donnell-Eskridge Amusement Company, operators of the Grad and Theato Theatres at Washington, Ind., celebrated the Universal Film Company's anniversary month by using some Universal production every day of the month, and they are still doing it. In addition to using some Universal subject every day the company also used a cut of Universal's birthday cake with seven candles in all of its newspaper advertising.

On Monday the company used a Universal special attraction at one of its theatres; on Tuesday a Universal news reel or a comedy was used; on Wednesday an episode from "The Red Glove" serial, featuring Marie Walcamp, was used, together with a Universal news reel or comedy. On Fridays, Saturdays and Sunday a late Universal news reel is used.

CATCH THE FILM THIEVES.

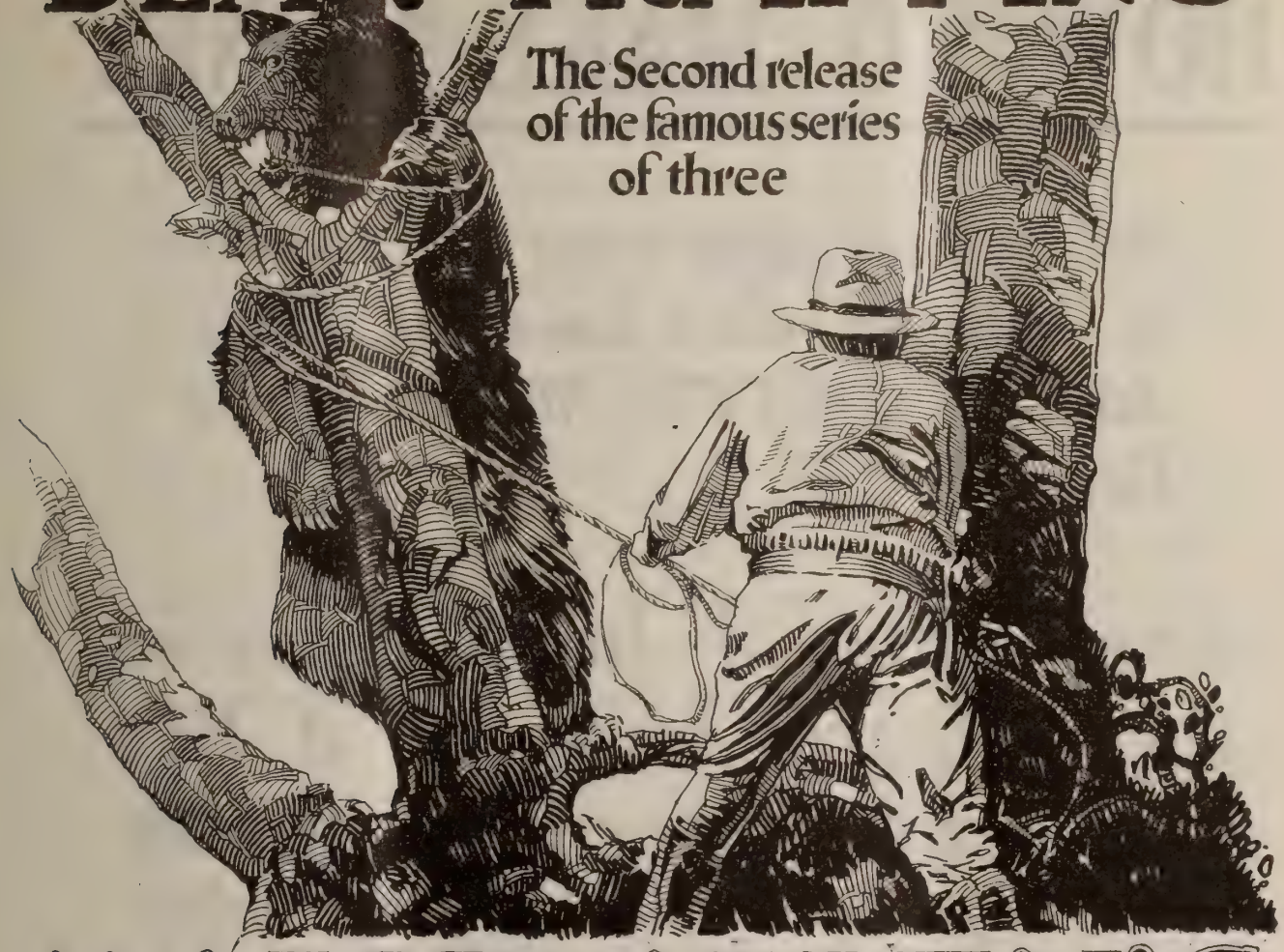
FOR the last year annoying film thefts have been reported by every film company doing business in the United States. For various reasons it has been next to impossible to catch these thieves with the goods on them, one reason being because there was very little co-operation between the manufacturers and still less between exchanges and exhibitors. Of late the thieves have become so emboldened that a Film Theft Committee was organized by the National Association of the Motion Picture Industry. This committee since the very day of its inception has been a very potent force in uncovering thefts and bringing the thieves to justice.

Tarkington Baker, one of the committee, declares that "the complete success of the work of the Film Theft Committee depends largely upon the co-operation which the exhibitor gives to the efforts of the committee. It is a very difficult matter under our copyright laws to collect the proper evidence which will be accepted in a court of criminal procedure and be deemed by that court valid for effective prosecution for film theft cases. The exhibitor can help very materially by making certain that no irregularity takes place in the receipt or delivery of films coming to him from various exchanges and in watching out for the detection of anything in this line which might seem to him to be irregular."

The committee has already obtained experienced investigators who have picked up more than 1,200 reels of film which were wrongfully held in the State of New York alone. This is but a small portion of the thefts which are known to have taken place. These thefts have already run into untold thousands of dollars of loss to manufacturers.

"BEAR TRAPPING"

The Second release of the famous series of three



MAJOR ALLEN'S THRILLING Wild Animal Hunt Pictures

AT "THE STRAND" theatre on Broadway, in New York, where pictures MUST be "the goods" before even a chance is accorded them to be screened in this house—the MAJOR ALLEN Wild Animal Hunt Pictures surpassed the big weekly feature. On Broadway and off Broadway, these thrilling wild animal hunt pictures are scoring an amazing success. Booked everywhere as the big "added attraction" they pull as big as the costliest features. See them and you'll grab them.

Now being booked thru all Universal Exchanges

HOW TO MAKE MONEY

No. 247 Straight from the Shoulder Talk By Carl Laemmle, President, Universal Film Manufacturing Company.

Ever since I have been in the picture business it has been my custom, as thousands of you know, to tell the "inside" news and facts of the business to the exhibitors. Having better facilities for viewing the whole industry than the average man in the business, I considered it a wise policy to make public use of that advantage and keep you posted, to the best of my ability.

This is exactly the opposite of the policy pursued by most corporations. Most of them sit in dignified silence, wrap them-

selves in fake mystery and in the end lose touch with their customers.

At any rate it has been a good policy. It has kept the exhibitors advised (IN ADVANCE) as to important changes in the industry and it has enabled a great many of them to pile up goodly profits where they might have taken nasty losses.

Week after week, from 'way back in the days when I told you we would lick the Film Trust---and then did lick it---I have tried to show you how to keep control of the business and make profits. On innumerable occasions I have publicly given you advice that was good for you when it seemed bad for me.

Standing on that long record without a single regret, I now tell you once more that the only way for you to INSURE yourself of getting the MAXIMUM PROFITS out of your business this coming Fall is to avoid signing contracts but stand pat and wait for the big productions that are sure to be on the market plentifully and, in fact, are already beginning to come out.

If you do this one thing, you will make and save a tremendous percentage of unnecessary expense and you will add a glorious percentage to your profits. Combined, you exhibitors will save and make millions of dollars that you would otherwise overlook.

Never mind whether this is good advice as far as it affects other producers or myself. The fact remains that it is the best advice on earth for you. AND THAT'S WHY I PUBLISH IT.

ANNOU

FALL PRINTS READY IN

JEWELS

Wonderful Jewel productions, eclipsing any series of three Jewels ever released. Ready for reviewing at all Universal-Jewel Exchanges.

MRS. CHARLIE CHAPLIN—in—

"HOME"

DOROTHY PHILLIPS—in—

"PAID IN ADVANCE"

MRS. CHARLIE CHAPLIN—in—

"FORBIDDEN"

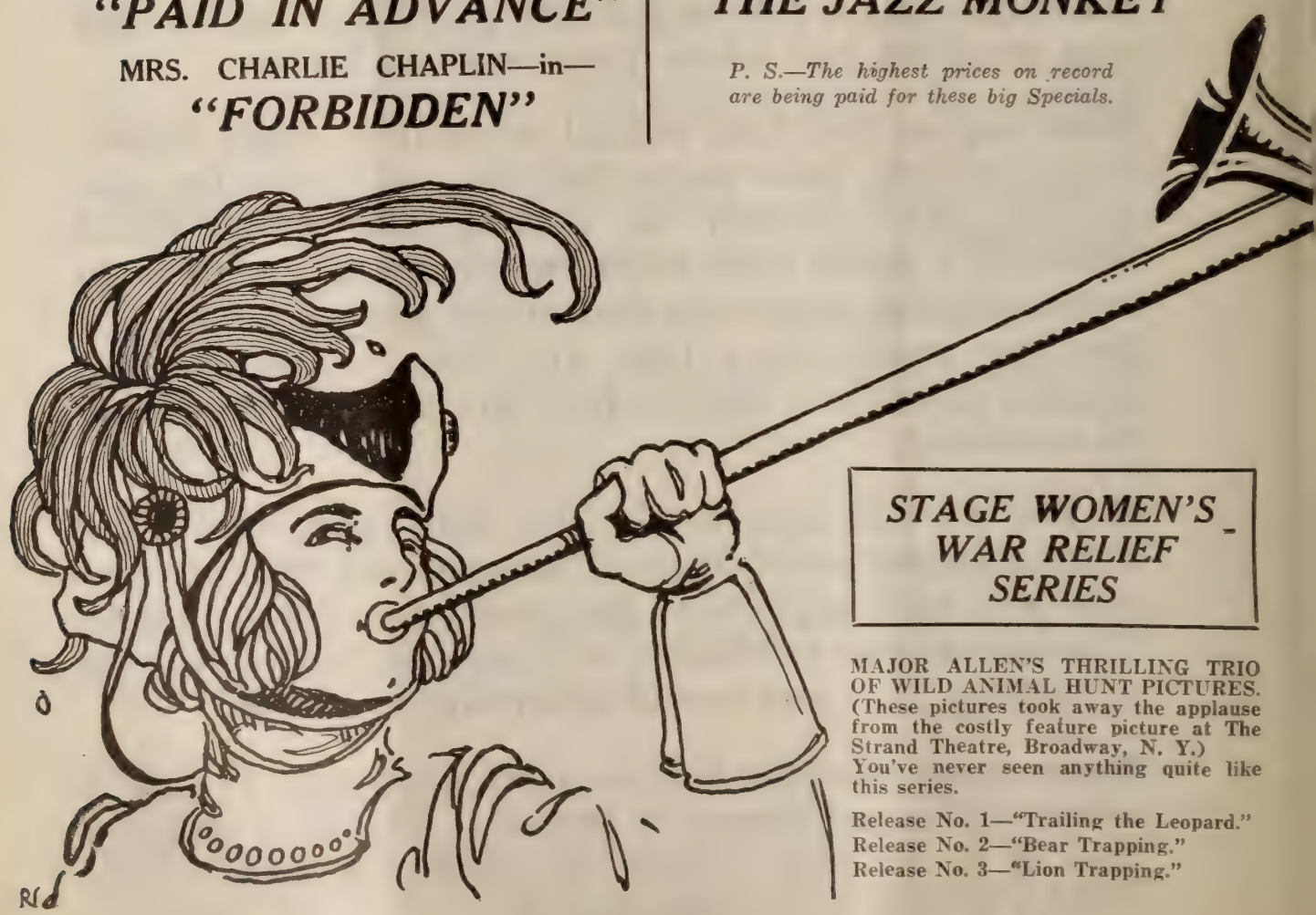
JEWEL SPECIALS

Big Jewel specials are these JOE MARTIN pictures that created a furore at THE STRAND, on Broadway, N. Y.

"MONKEY STUFF"

"THE JAZZ MONKEY"

P. S.—The highest prices on record are being paid for these big Specials.



STAGE WOMEN'S WAR RELIEF SERIES

MAJOR ALLEN'S THRILLING TRIO OF WILD ANIMAL HUNT PICTURES. (These pictures took away the applause from the costly feature picture at The Strand Theatre, Broadway, N. Y.) You've never seen anything quite like this series.

Release No. 1—"Trailing the Leopard."
Release No. 2—"Bear Trapping."
Release No. 3—"Lion Trapping."

NCING!

ALL UNIVERSAL EXCHANGES

UNIVERSAL SPECIAL ATTRACTIONS

The first of the BIG TWELVE Universal Special Attractions, contain Joseph Medill Patterson's sensational stage and fiction success—"A LITTLE BROTHER OF THE RICH," equal to the biggest costly feature released by any concern in the picture business.

"A LITTLE BROTHER OF THE RICH,"
With Mayo—Adams and Sherry

"THE ACE OF THE SADDLE,"
With Harry Carey.

"THE TRAP,"
With Beautiful Olive Tell.

SERIALS

Two tremendous Serial productions of 18 chapters each with two tremendous Box Office Stars—

JAMES J. CORBETT in the serial thrilling—"THE MID-NIGHT MAN"—ELMO LINCOLN—in "ELMO, THE MIGHTY," with the following episodes now in the hands of exchanges:

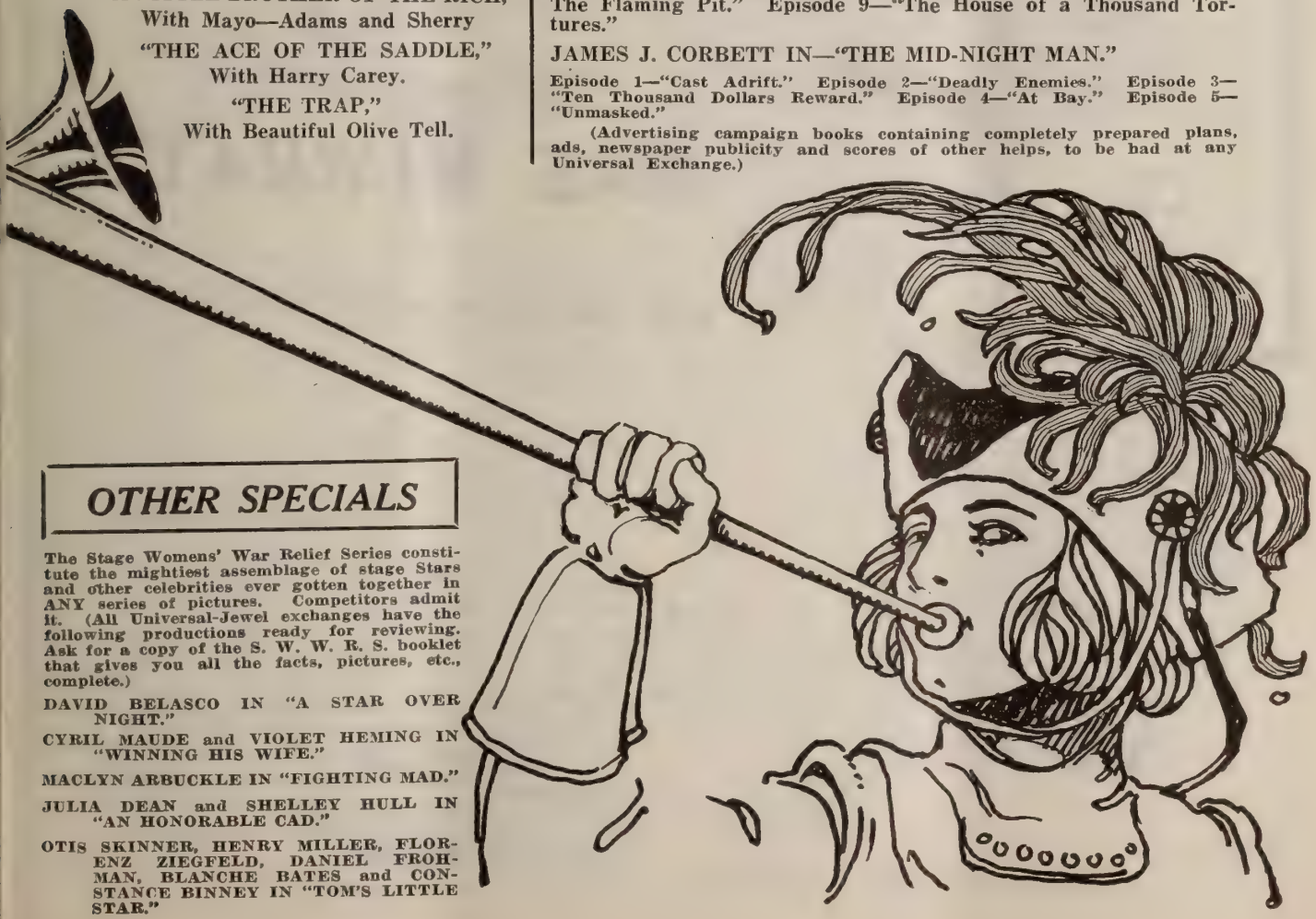
ELMO LINCOLN IN "ELMO THE MIGHTY"

Episode 1—"The Mystery of Mad Mountain." Episode 2—"Buried Alive." Episode 3—"Flames of Hate." Episode 4—"A Fiendish Revenge." Episode 5—"The Phantom Rescue." Episode 6—"The Puma's Paws." Episode 7—"The Masked Pursuer." Episode 8—The Flaming Pit." Episode 9—"The House of a Thousand Tortures."

JAMES J. CORBETT IN—"THE MID-NIGHT MAN."

Episode 1—"Cast Adrift." Episode 2—"Deadly Enemies." Episode 3—"Ten Thousand Dollars Reward." Episode 4—"At Bay." Episode 5—"Unmasked."

(Advertising campaign books containing completely prepared plans, ads, newspaper publicity and scores of other helps, to be had at any Universal Exchange.)



OTHER SPECIALS

The Stage Womens' War Relief Series constitute the mightiest assemblage of stage Stars and other celebrities ever gotten together in ANY series of pictures. Competitors admit it. (All Universal-Jewel exchanges have the following productions ready for reviewing. Ask for a copy of the S. W. W. R. S. booklet that gives you all the facts, pictures, etc., complete.)

DAVID BELASCO IN "A STAR OVER NIGHT."

CYRIL MAUDE and VIOLET HEMING IN "WINNING HIS WIFE."

MACLYN ARBUCKLE IN "FIGHTING MAD."

JULIA DEAN and SHELLEY HULL IN "AN HONORABLE CAD."

OTIS SKINNER, HENRY MILLER, FLORENZ ZIEGFELD, DANIEL FROHMAN, BLANCHE BATES and CONSTANCE BINNEY IN "TOM'S LITTLE STAR."

WID says

"Whoever picked this story for Mae Murray had the right idea, for it shows the former Winter Garden beauty in the type of character with which she is associated in the public mind.

"By all means take a chance on this picture. It has real popular appeal for a small town audience as well as big city folks. The title is a good one in connection with the name and reputation of the Star, and I would give it a good display."

YES!

It's a Universal Special Attraction.

Bewitching

MAE MURRAY

in

"THE DELICIOUS LITTLE DEVIL"

"WATCH FOR THE BIG TWELVE"

Not yet released, nor anywhere near release date, yet a rush of

ADVANCE BOOKINGS HAVE GREETED

JAMES J. CORBETT

in the Big Universal Serial Thriller

"The Mid-Night Man"

Recall, if you can, ANY SERIAL since serials were first introduced, that had such a mighty box office Star as JAMES J. CORBETT. Compare the title of any thrill or mystery serial with the drawing power of the title—"THE MID-NIGHT MAN."

Imagine the established prestige of the great "Gentleman Jim," known to millions as the big brother athlete hero, and tremendously popular with every class.

His name and fame alone guarantee you 18 weeks of capacity, yet the story and action, mystery and suspense, thrills and exploits will tie every audience in a vise for the full run of the serial.

Here's a bigger serial than you ever had an opportunity to exhibit, and we are tipping you off now to be prepared to pay MORE for this Corbett serial than you've ever paid. And we are tipping you off further to book it NOW.

Communicate with your nearest Universal Exchange

SYNOPSES OF "SIRENS OF THE SUDS," "A VILLAGE VENUS," SCREEN MAGAZINE, No. 25, AND CURRENT EVENTS, No. 30.

"Sirens of Suds."

Two-Reel L-Ko Komedy.

(*Copyright*, 1919, *by the L-Ko Komedy Kompany.*)

CAST.

The Kitchen Queen....Mrs. Dan Russell
Her Husband.....Phil Dunham
Mme. Swann.....Vera Stedman
Her Sweetheart.....Dan Russell

OUTSIDE of being chief cook, general housemaid, landlady of the boarding-house and a wife, Lizzie had nothing to do. A fire breaks out on the stove and becomes uncontrollable. Lizzie stretches the hydrant over to the stove and puts out the fire. She can't get the faucet back again, so she rests it on the window leading into the dining-room.

Mme. Swann was the instructress at a swimming pool and her sweetie was her assistant. They both boarded at Lizzie's house. Lizzie's husband was infatuated with Mme. Swann and when she smiles sweetly at him, he forgets to collect the money for her board, which amounted to $360. They indulge in a game of tag, and hubby tears his trousers. Mme. Swann tries to sew the trousers together, while hubby leisurely sits behind a screen; he does not see the push button that summons the landlady, which he leans against with his chair. Friend wife answers the summons and discovers Mme. Swann with her hubby's trousers. Sweetie hears the disturbance, lets his bacon fry over the gas jet, and hastens to his sweetheart's rescue. The fight subsides after a lot of shooting and wild excitement.

Mme. Swann is demonstrating the various strokes and diving stunts to her pupils, when Lizzie's husband is discovered hiding behind a bunch of false whiskers. Lizzie happens along with two great big six-shooters and musses things up.

Mme. Swann and her sweetie are finally married, and are starting to enjoy a wonderful honeymoon, when along comes hubby, the villain, steals the bride and runs away with her. Sweetie and Lizzie pursue them to a novel finish.

"A Village Venus."

Two-Reel Century Comedy.

(*Copyright*, 1919, *by the Century Comedy Company.*)

EDITH had a husband, a kiddie, a mortgage and a boarding-house. She loved her husband dearly, but when the wily artist told her of the fame and fortune that was in store for her she packed up and ran away from her home and everything, leaving a note to hubby that she was going to earn enough money to pay off the mortgage.

The artist's valet was also in love with her, and when she finally arrives at the studio, they both try to make love to her. The artist is painting a beautiful portrait of several water nymphs when he discovers an ebony queen among them. This spoils the whole picture. They try to get rid of the colored lady. Edith is afraid to come out attired in a short skirt, but is finally forced to pose by the artist and his valet.

In the meantime hubby has discovered the note, and goes after his runaway wife, with their little daughter, and her sweetheart. The young lovers are about four years old, but they are determined to find their mother and mother-in-law, respectively, and then to run away themselves. Hubby and his kiddie are lost in the big city trying to find their mamma. They pass a studio, and hear her voice. Hubby breaks through the glass roof just in time to see them forcing her to drink something that came out with a "pop," and had a gold label on the bottle.

Hubby beats up the artist in a very unique way and rescues his wife from the villain's clutches, while their little girl runs away with her sweetheart and endeavors to get married by a preacher, who informs them that they must be eighteen years of age. They decide to wait, and sit down on a step to wait.

Screen Magazine, No. 25.

THE oldest mountaineers on record are "The Old Man" of the White Mountains, N. H., who occupies the same place he did when Chris discovered us in 1492, and "The Old Woman" of the Black Mountains, North Carolina. It's too bad that they're so far apart. There's no chance for a romance. Charles Ottamar Schoof is employed by the Rockefeller Institute as a professional fly-feeder, and feeds 8,000,000,000 flies every day, all used for experiments. We are then introduced to a Montessori school where children are encouraged to follow their own inclinations. By this method a good blacksmith is prevented from growing up into a vocal teacher. Our chemist this week gives us a lesson on explosives; Lillian Russell tells us how to strengthen and beautify the eyes; Dame Courtesy tells us the proper methods to pursue when making an afternoon call; a clever and realistic cartoon shows us how the honey-bee goes to war, and a futurist movie of John D. Rockefeller completes this issue.

Current Events, No. 30.

Houses and Streets Flooded When Heavy Rains Burst Big Dam.—Morristown, N. J.

Sub-Title.—All that is left of the Morristown dam.

Unique Ceremony as British Hail Peace.—Life Guards' band in gorgeous regalia entertain cheering thousands. —*London, England.*

Sub-Titles.—The Royal proclamation of peace, from the balcony of St. James Palace. The Yanks give it the "once over."

Every Day is Fish Day for the Farmer.—Not for food, but for fertilizer. Menhaden from the ocean depths makes his crop grow. Off *South Carolina.*

Sub-Titles.—The purse-nets scoop 'em up by the thousands. Poor little fish! They'll soon be fertilizer.

Yanks at Henley Beat French in King's Cup Trial Race.—Henley, England.

Sub-Title.—The victorious American Army crew.

Explosion and Fire Threatens Plant of Great Oil Company.—Bayonne, N. J.

Ancient Indian Fort Now a Water Hole for Border Guards.—Hueco Tanks, Texas.

Sub-Titles.—One of the strongest nature formations on the continent—a filling station for army motor trucks. Here Uncle Sam's boys get the only water available for the long stretch across the desert.

Brave Seaman's Body Brought to "Blighty"—Britons honor memory of heroic Captain Fryatt, executed by the Germans for attempting to ram a submarine.—*Dover, England.*

America Speeds Up to Win Pacific Commerce. — Big steel steamship "Seattle Spirit" is launched.—*Seattle, Wash.*

Sub-Title.—Ole Hanson, mayor of Seattle, in action.

Freedom of Worship Marks British Rule in Holy Land.—Jerusalem.

West Humbles East in Clay Court Tennis.—W. M. Johnson, San Francisco, defeats W. C. Tilden, Jr., Pittsburg, in National Championship match.—*Chicago, Ill.*

General Haig Honors American Officers.—Field Marshal, acting for the king, decorates prominent members of the A. E. F.—*London, England.*

"Take him Cap and beat it quick"
"It's your only hope"

Smiling PETE MORRISON

and beautiful Magda Lane in

"A WESTERN WOOING"

PETE MORRISON and Magda Lane are building a following of fans that cannot be denied. In—"A WESTERN WOOING" you get action, fire and punch in two reels that will go over in great shape. See this two-reeler and see all those that have been released that you might have missed. They are "punch" Westerns with box office value par excellence.

BOOKING THRU ALL UNIVERSAL EXCHANGES

Publicity for "A Little Brother of the Rich"

J. BARNEY SHERRY.

J. BARNEY SHERRY, who co-stars with Frank Mayo and Kathryn Adams in "A Little Brother of the Rich," which comes to the ..... Theatre on ....., started out in Philadelphia before scientists found out that the dreaded sleeping sickness also had its origin there. Sherry started his stage career as a collector of vegetables. He was an amateur and first appeared with the old Forepaugh stock company.

When the six-feet-one-inch of Sherry, together with 200 pounds of the same gentleman, arrived in Southern California several years ago, there was quite a flurry in the motion picture industry. Here was a leading man with intelligence in his face, sufficiently mature not to wear crepe shirts and with a dramatic wallop that immediately made him invaluable to the screen.

J. Barney Sherry was featured in "Jack and the Bean-stalk," "The Eternal City," "Ben-Hur," "Raffles," "Borrowed Plumage," and other successes.

KATHRYN ADAMS.

Kathryn Adams, who will be at the ..... Theatre on ..... in the Universal success, "A Little Brother of the Rich," was born in St. Louis. Her hair is golden and her eyes dark gray. When Kathryn turned out to be such an all in all beauty, a musical comedy magnate engaged her to entertain tired merchants. This she did for about a year, kicking off no less than eleven sets of French heels.

Then she decided to become a motion picture actress and played in many of Vitagraph, Metro, Goldwyn, Fox, Pathé and Lasky successes. She will be seen for the first time under the Universal banner in "A Little Brother of the Rich," which comes to the ..... Theatre on ....., in which she co-stars with Frank Mayo and J. Barney Sherry. The story was written by Joseph Medill Patterson, the famous Chicago journalist and owner of "The Chicago Tribune." It appeared first as a popular novel and was dramatized at Universal City by Lynn F. Reynolds.

FRANK MAYO.

UNIVERSAL military training scored a notch when Frank Mayo, the motion picture star, left Peekskill Military Academy in New York, did a turn of twelve years on the speaking stage, leaped into the movies without a backward look and has been going strong ever since.

Frank Mayo is starring in "A Little Brother of the Rich," which comes to the ..... Theatre on ....., with Barney Sherry and Kathryn Adams.

Mayo was born in New York about twenty-nine years ago. He has spent six years of his professional life in London.

But the call of ole Lunnon is foggy and out of focus compared to Southern California, and Mayo hied him to the golden west and went into motion pictures.

In "A Little Borther of the Rich," which will be at the ..... Theatre on ....., he depicts the role of Paul Potter, an idle and worthless young man of vast money and minute principle. The story was written by Joseph Medill Patterson, owner of "The Chicago Tribune."

ADVANCE STORY.

A MONGREL dog will show yellow when cornered, although he may be a high-stepping pet in a jeweled collar and a suede blanket in times of peace.

Psychologists say that the same rule applies to mongrel man.

Money, education and social position cannot completely wash away the stain of the gutter. It will crop out under fire.

Paul Potter, the athletic idol of Yale, was a striking example of this. He left college to earn his living in order that he might marry Sylvia Castle. When old man Castle wrecked his bank and died in disgrace, Potter was of too fine an old colonial family to stand by the girl.

She went alone to New York, poor thing, and found work in a department store. But Potter, polished to a slime of respectability, forgot her until he became so badly involved with women that he sought her out as a refuge.

What happened after that will be vividly depicted at the ..... Theatre, ..., in "A Little Brother of the Rich," a Universal photodrama with an all-star cast, featuring Frank Mayo, J. Barney Sherry and Kathryn Adams.

It is unusual that three such popular players as Mayo, Sherry and Miss Adams appear in one production, each with a relatively important part. It took an unusual story to bring them together.

Lynn F. Reynolds directed "A Little Brother of the Rich" at Universal City. The story is new and the points of the eternal triangle are constantly being occupied by new players in the game of love.

"A Little Brother of the Rich" is to be shown at the ..... Theatre .....

NOTES.

Three stars hold equal honor in "A Little Brother of the Rich," the Universal photodrama which comes to the ..... Theatre on ..... The story was written for Frank Mayo, J. Barney Sherry and Kathryn Adams by Joseph Medill Patterson, the world famous "Chicago Tribune" owner. The story was filmed at Universal City by Lynn F. Reynolds with a smile, a punch and a sob in every scene.

Joseph Medill Patterson, owner of "The Chicago Tribune," wrote "A Little Brother of the Rich," which is to be shown at the ..... Theatre ..... The story is unusual in that it features three equally prominent stars, Frank Mayo, J. Barney Sherry and Kathryn Adams. Lynn F. Reynolds directed the production at Universal City. It is coming to the ..... Theatre .....

Paul Potter was a love vulture with a yellow streak for a bar sinister on his family crest. He was as fast as a clipper ship and as foul as a slave galley. His evil deeds are well regarded in "A Little Brother of the Rich," an amazingly good Universal photoplay which comes to the ..... Theatre on ..... Frank Mayo, Kathryn Adams and J. Barney Sherry play stellar roles.

Beautiful Sylvia Castle was a salvager of men. She reclaimed the frayed and tattered hearts of drifting men and made them whole. She will be at the ..... Theatre on ..... in "A Little Brother of the Rich," a Universal photodrama with a terrific punch and a gentle caress. The story was written by Joseph Medill Patterson, the Chicago journalist, and stars Frank Mayo, J. Barney Sherry and Kathryn Adams.

Carl Laemmle *offers*

Joseph Medill PATTERSON'S

Sensational Success

"A Little Brother of the Rich"

Written by

ROI PARVAL

1919

Carl Laemmle *offers*

Joseph Medill

Patterson's

Sensational Success,

ONLY a picture of the life we lead—out to the last notch—up to the last minute. Only the tragic comedy of human hopes and ambitions—rising, falling, soaring up to the stars, crashing down to the abyss. Only the life crises of two men and two women—only the settings of small town, the mansions of the rich, the roaring marts of trade. Only a picture in which you would not change one scene, one setting, one word, one comma. Only a flawlessly acted, perfectly directed photodrama of modern existence, true as God's sunlight in every last detail. Only this—no more.

One of the Big Twelve Universal Special Attractions for 1919-1920 Season

'A Little Brother of the Rich'

With a brilliant Cast including

Frank Mayo, Katheryn Adams + J. Barney Sherry

Directed by Lynn F. Reynolds

A Request

WE request every exhibitor in the United States to attend a private exhibition of "A LITTLE BROTHER OF THE RICH," at any Universal Exchange. We request you to watch the important points of the big story, the perfection and finesse' of the direction, the elaborateness of the settings, the powerful dramatic action, the richness and wealth of the backgrounds and surroundings.

We request you to note carefully the work of Kathryn Adams, Lilly Leslie, Frank Mayo and J. Barney Sherry, stars of national prominence.

Then when you have absorbed the vastness of this production, and grasped its spectacular possibilities, you will understand why we class it with the biggest of the Drury Lane melo-dramas.

Then, too, you will understand why we urge a full week's run, especially when you realize the nation-wide reputation of JOSEPH MEDILL PATTERSON Editor of the Chicago Tribune, and bear in mind the fact that "A LITTLE BROTHER OF THE RICH" has been read by and has thrilled millions and was considered if not the greatest, one of the greatest fiction successes of years, and finally——

IT WILL SHOW YOU WHAT

UNIVERSAL

CAN DO–IT'S ONE OF THE BIG TWELVE

Service Page for "A Little Brother of the Rich"

AT A GLANCE

SUBJECT—"A Little Brother of the Rich."

LENGTH—Six reels.

STARS—Frank Mayo, J. Barney Sherry and Kathryn Adams.

DIRECTED BY—Lynn F. Reynolds.

STORY BY—Joseph Medill Patterson.

SCENARIO BY—Lynn F. Reynolds.

LOCALE—A small town, New York City, a man's college.

TIME—Today.

THUMB-NAIL THEME—The story of a girl who goes to New York, becomes an actress, finds herself involved in a triangle and eventually marries the unexpected man in order to reform him.

HERALD

WHAT does life in a department store offer to a beautiful girl?

Six dollars a week while the job lasts. Early and late hours. The sickening smirks of smut enlathered men.

This was the life against which beautiful Sylvia Castle rebelled. Sylvia arrived in New York when her father's bank made an unfortunate transaction, and closed ingloriously. So, too, had closed her engagement to Paul Potter, the football hero, who had gone to New York to break into the charmed circle of society and wealth.

The first work that offered itself was in the dingy aisle of a cheap and gawdy department store. Sylvia took it. Any work, she believed, was honorable. Then into her drab and listless life came the glamor of the stage, the winking lure of the lights.

Under the tutelage of a broken-down director she acquired dramatic art that won her the grudging plaudits of Broadway. Her name blazed across the metropolis in a riot of electric lights—yet she was unhappy, woefully unhappy. What came into her life that brought happiness and contentment?

Find out by seeing "A Little Brother of the Rich," a new Universal photodrama, starring Frank Mayo, J. Barney Sherry and Kathryn Adams. It comes to this theatre ..... It was filmed by Lynn Reynolds from the successful novel by Joseph Medill Patterson, the Chicago journalist of international reputation.

Story by Joseph Medill Patterson.
Directed by Lynn F. Reynolds.

CAST.

Henry Leamington....J. Barney Sherry
Sylvia Castle.....Kathryn Adams
Paul Potter.....Frank Mayo
Muriel Evers.....Lily Leslie
Carl Wilmerding, Jr.....Jack Gilbert

STORY.

A YELLOW streak was the bar sinister on his coat-of-arms. Like a saffron Galahad he swathed himself in the invulnerable armor of a good woman's love and stalked among the weak with eyes aflame. Paul Potter was his name, and all Broadway was his hunting ground. He had looks, money, social position, influence and the spine of a jellyfish. He was as fast as a clipper-ship, as foul as a nigger-galley and cruised so low that his gunwales were awash with sin.

Yet Sylvia Castle, beautiful Sylvia, wanted to marry him. They had been sweethearts until Paul went to college and got in with the millionaire class. Carl Wilmerding, millionaire stock-broker, got him a job as tipster to the rich men he had known in college, and he got in with a rich woman who craved admiration. Sylvia heard of it and broke off the engagement.

Then came the crash. Old man Castle failed and left Sylvia penniless. She came to New York and worked in a department store, where an old actor, seeing her, was struck with her beauty and offered her a position. In a few years she was a blazing electric light star.

Sylvia was willing to forgive Paul all his errors and forget his marriage to the woman who had bought a divorce to marry him. Finally through an accident the opportunity came. But poor, spineless Paul reflected that a marriage with Sylvia might injure his social standing. He told Sylvia so. There was no acting in the scene Sylvia staged for his benefit. She amply upheld the traditions of scorned women in all ages. That night on the stage she told the actor, who had made a strenuous effort to quit drink, that she would marry him and make him reform.

ADVERTISING CATCH-LINES

A yellow streak was the bar sinister on his coat-of-arms.

A saffron Galahad clothed in the invulnerable armor of love.

Wealth's scavenger—A Love Buzzard.

Her family tree was a crab-tree and her ancestors never trod the deck of the Mayflower.

He wrecked women; she salvaged men.

Fast as a clipper-ship and as foul as a slave galley.

Sylvia Castle was a salvager of men; a seeker after drifting wrecks.

Joseph Medill Patterson wrote "A Little Brother of the Rich," Universal produced it and Frank Mayo, Kathryn Adams and J. Barney Sherry are the stars.

ADVERTISING PUNCHES

1—Three popular stars in one photoplay, Frank Mayo, Kathryn Adams and J. Barney Sherry.

2—The fact that Joseph Medill Patterson, owner of "The Chicago Tribune," and one of Chicago's most famous millionaires, wrote the story.

3—A whirling version of the eternal triangle; a pin-wheel whereby those who play with fire are constantly changing position.

4—A glimpse behind the scenes of a New York theatre.

5—The introduction of a suave, smiling, velvet-clawed villain.

6—Admirable direction by Lynn F. Reynolds.

7—The success of the famous novel of the same name.

8—The relentless unmasking of a love-buzzard.

9—Scenes showing the hollow mockery of New York's Bohemian life.

10—Remarkable photography and lighting effects.

It's A Universal Picture
CARL LAEMMLE, OFFERS
JOSEPH MEDILL PATTERSON'S
SENSATIONAL SUCCESS
A LITTLE BROTHER of the RICH
WITH A BRILLIANT CAST INCLUDING FRANK MAYO, KATHRYN ADAMS & J. BARNEY SHERRY
DIRECTED BY LYNN REYNOLDS

Six-Sheet for "A Little Brother of the Rich."

Posters

FOR

"A Little Brother of the Rich"

In addition to the twenty-four-sheet and the six-sheet shown herewith, there are two threes, two ones and a window- card.

Below: The Twenty-four Sheet Poster for "A Little Brother of the Rich."

Carl Laemmle, Offers
JOSEPH MEDILL PATTERSON'S
SENSATIONAL SUCCESS
A LITTLE BROTHER OF THE RICH
WITH A BRILLIANT CAST INCLUDING
FRANK MAYO, KATHRYN ADAMS & J. BARNEY SHERRY
It's A Universal Picture

WITHOUT DOUBT ONE OF THE FINEST PICTURES OF THE PRESENT SEASON

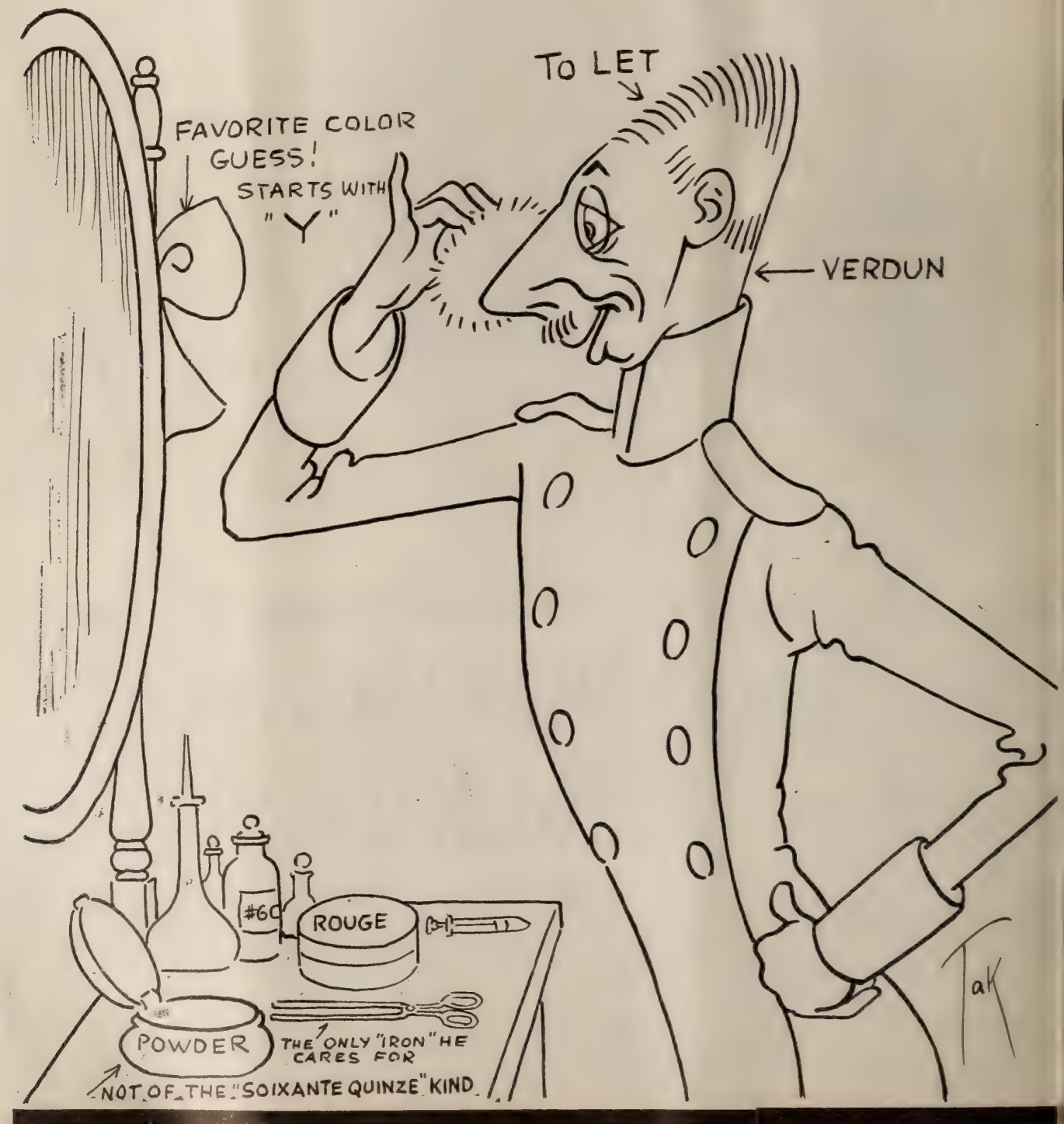
Mary MacLaren in "The WEAKER VESSEL"

You should play this picture for at least 2 to 3 days for the Big Money

LIKE a rare painting or a great play on the stage that brings the maximum of happiness to the greatest number of people—so will MARY Mac LAREN in—"THE WEAKER VESSEL" bring joy and supreme entertainment to your patrons. This play is a gem. The kind that millions are eager to see. You should play it for a 2 or 3 day run to get the full value from this splendid production.

It's a Universal Special Attraction

Packing 'Em in - in hundred



# of houses - RIGHT NOW

with

THE CROWN PRINCE

of Germany - "Himself" - in

"HIDING IN HOLLAND"

-the dai'ndest, silliest pictui'e you evei' saw -
staged by himself in Holland foi' his own benefit

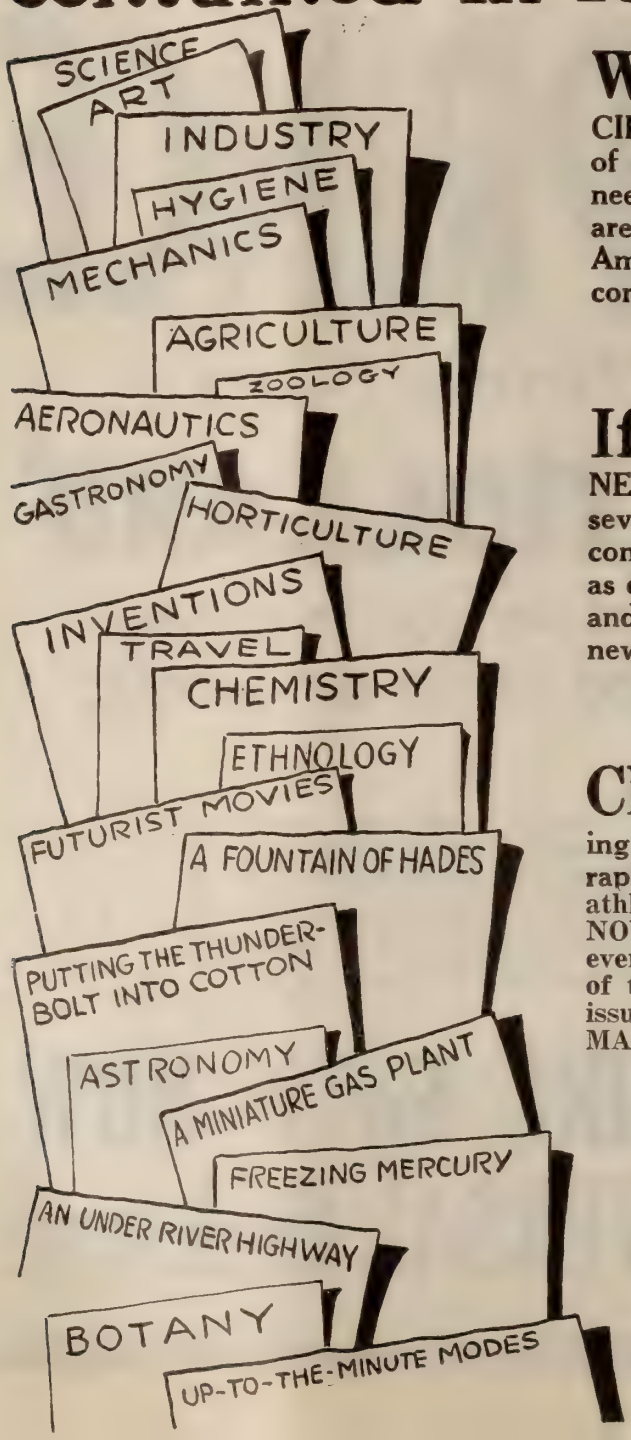
Gentlemen—here's the timeliest release in months, as timely as "A Kaiser There Was," and "The Geezer of Berlin," except that this comedy was staged by the ex-Crown Prince himself for his own benefit in Holland while trying to make the world believe that "somebody else" did it.

It's creating a series of sensational "box office records," and exhibitors have done wonders with it and are making young clean ups with it. It's new, novel, timely and authentic. Advertised properly you'll have to prepare for your crowds with guide ropes. Here's a real opportunity to fatten your bank roll. DON'T let it skip you by.

Waste no time---WIRE for it NOW

To Your nearest UNIVERSAL Exchange

Now Being Shown in all
THE FASCINATING SCREEN
– and some of the Treasures contained in it.



When such theatres as th

CIRCLE of Indianapolis and the big Brandeis Theat of Omaha show the NEW SCREEN MAGAZINE yo need no further proof of its class. Both of these hous are representative of the highest calibre of theatre America, playing only the finest film productio constantly.

If your impression of th

NEW SCREEN MAGAZINE is based on what you sa several months ago, you have a most pleasant surpri coming to you, for the NEW SCREEN MAGAZINE as different now as day is from night. It's an absolute and entirely new and different release with a list of bran new fascinating subjects, fascinatingly presented.

Cleverest new ideas, includ

ing wonderfully strange things of science, trick photo raphy, the new Cubist movies, travel pictures, industr athletics, health hints, and scores of other distin NOVELTIES. Thousands of people watch eagerly f every new issue. You, too, can build a permanent followi of this fascinating release every week. See the last fe issues and you'll understand why the NEW SCREE MAGAZINE is a real winner.

See the latest issues a your nearest

UNIVERSAL EXCHANGI

the Finest Theatres BOOK OF KNOWLEDGE

SYNOPSES OF "VICTIMS OF THE SEA," EPISODE NO. 10 OF "ELMO THE MIGHTY," "TWO TIRED" AND INTERNATIONAL NEWS, No. 30.

ELMO LINCOLN in

"Victims of the Sea"

Episode No. 10.

"ELMO THE MIGHTY"

CAST.

Capt. Elmo Armstrong	Elmo Lincoln
Lucile Gray	Grace Cunard
Rawden	Ivor McFadden
Steve Blighton	Frederic Starr
Granville Sear	Rex DeRoselli
Mrs. Armstrong	Virginia Craft
Wong	Chai Hong
Gray's Cook	Madge Hunt
The Mystery Man	James Cole

THINKING that the lion would surely overcome Armstrong, the two Ghinamen threw Lucile into the den as well, and ran away chuckling, but Armstrong, seeing Lucile's danger, put forth the utmost of his strength and choked the lion to death. After a search of several minutes, they found a trapdoor and also the means of releasing it. It dumped them unceremoniously into the river. As they came to a bridge two men who had been waiting there knocked Armstrong on the head and took Lucile back again to the Ferrit's rendevouz, whence she had started on these perilous adventures.

Rawden had come to the city. Finding Lucile, he planned to send her to South America on a steamer, accompanied by a nurse, which would eliminate her long enough for him to find the bag with the documents, cover up his trail and put the blame on Lucile's father.

The Mystery Menace rescued Armstrong from the water and prepared to take a hand in the game from a new angle. The little Chinaman overheard the plan to abduct Lucile, and Armstrong, as a preventive measure, shipped on the vessel as a stoker. The little Chinaman got a job as pantryman. The vessel had no sooner started than the little chink, who was wide awake, discovered foul play. Notifying Armstrong, he brought him up on the deck and told him where Lucile's cabin was. Before he could get there, however, he was intercepted by Rawden and his gang, who proved too much for him. The Chinaman escaped, but Armstrong was thrown overboard.

"Two Tired."

Okeh Komedy.

CAST

Husband	Neal Burns
Wife	Josephine Hill

NEAL stretches out in an easy-chair, to rest from his day's work. His wife asks him to go to the movies. "No, I'm too tired," answers Neal. At his words his wife fires at him: "You are always too tired to go any place." Neal says: "Well, you'd be tired too if you had to get out and earn the price of ham and." They agree to switch jobs.

The following morning wifie, after one look at what Neal has concocted, loses her appetite and leaves for the office. She takes up her new duties as freight clerk.

In the meantime Neal is washing a big pile of dishes and manicuring the kitchen floor.

Wife is hanging onto a fence to escape the charging porkers, who rush past her from the car. She has no more than recovered, when the frantic manager tells her that she got her train orders switched, and that it's up to her to beat it to the switch and sidetrack the freight train or there'll be a head-on. She grabs a handful of danger signals, climbs on a hand-car and begins pumping her way to the nearest switch.

At home Neal is nonchalantly shelling peas for supper. The wife finally reaches the switch and manages to avert the wreck. She is hardly able to drag herself back to the office. The phone rings and Neal's voice on the wire gives her a list of the groceries to bring home. Neal has finished and sits down to knit. Wifie manages to drag her weary frame home, loaded with eatables. He smilingly comes to her side and after kissing her in the same fashion she always kisses him, asks her, "Let's go to a picture show, dear." Wifie looks up at him with a hopeless expression and after a sigh, shakes her head and answers, "I'm too tired." Neal smiles, as he realizes that in the future he will not be asked to give up his slippers and pipe for a picture show.

International News, No. 30.

President Poincaire Reviews Cadets of French "West Point."—St. Cyr, France.

Sub-Titles.—Cadets of the St. Cyr Military Academy—returned from the war to complete their studies. France offers her thanks to the gallant lads who fought so valiantly.

Blast Mid-Summer Snows from Road of Rainier's Slopes.—Mt. Rainier, Wash.

Sub-Title.—Ready? Let 'er go!

"Silence is Golden" Says Sphinx.—An International camera-man propounds the riddle of the League of Nations and is referred to Colonel House.—*In the Great Sahara.*

Sub-Title.—The great pyramids of Gizeh, believed to have been built by Cheops or Khufu almost six thousand years ago.

Biggest Sea-Plane Takes Sightseers Over "New Naples."—Santa Barbara, Cal.

Sub-Titles.—A glimpse of the fairy-like canal and picturesque gardens. The giant plane lands as easily as a sea gull.

Aid Suffering Victims of Turkish Savagery.—American Committee for Relief in the Near East distributes bread and soup to Armenian refugees. —*Beirut, Syria.*

Sub-Title.—Armenian women rescued from the Turks learn knitting and sewing.

Sea Yields Its Wealth to Farmer Fishermen.—Kelp, from the Pacific, furnishes potash and other much-needed by-products.—*Summerland, Cal.*

Sub-Titles.—The harvester brings in forty tons of kelp an hour. And this is kelpchar, the finest bleaching agent known.

He Can Love Like He Can Fight—We'll Say So.—Waiting for transportation to America not at all tedious for honeymooning war brides—despite the guards.—*Brest, France.*

Sub-Title.—Call him hero, Call him Yank! Call him Buddy! But the sweetest to his ears is "daddy." First in war and first in love! Victory was his! He returned a hero—and a hubby! The Entente Cordiale!

Blimp, Afire, Falls Through Bank Roof; 11 Dead, 26 Hurt.—Chicago, Ill.

Sub-Titles.—Leaving on the fatal trip. Over the city a few minutes before the accident. On the roof of the Illinois Trust Co., through which the burning dirigible crashed.

Pershing Bestows Medals on Winners of Allied Games.—Paris, France.

Speak to your Exchange Mgr. now about the new

RAINBOW COMEDIES

Speak NOW to the Manager of your Universal exchange for these new comedies. They will all be two-reelers for laughing purposes only, and there will be—

26 RAINBOW COMEDIES 26

They will have the pep and the punch. They will be new, clean, fast and all box-office pullers. Your exchange manager has all the detailed dope and will be able to fix you up so that you can be sure of 26 sure-fire laugh-getters for the coming season.

UNIVERSAL

A Bag of 18 Weeks

NOW
CREATING
AMAZING
BOOKING
RECORDS
IN
ALL
UNIVERSAL
EXCHANGES

# of Gold FOR YOU

if you book

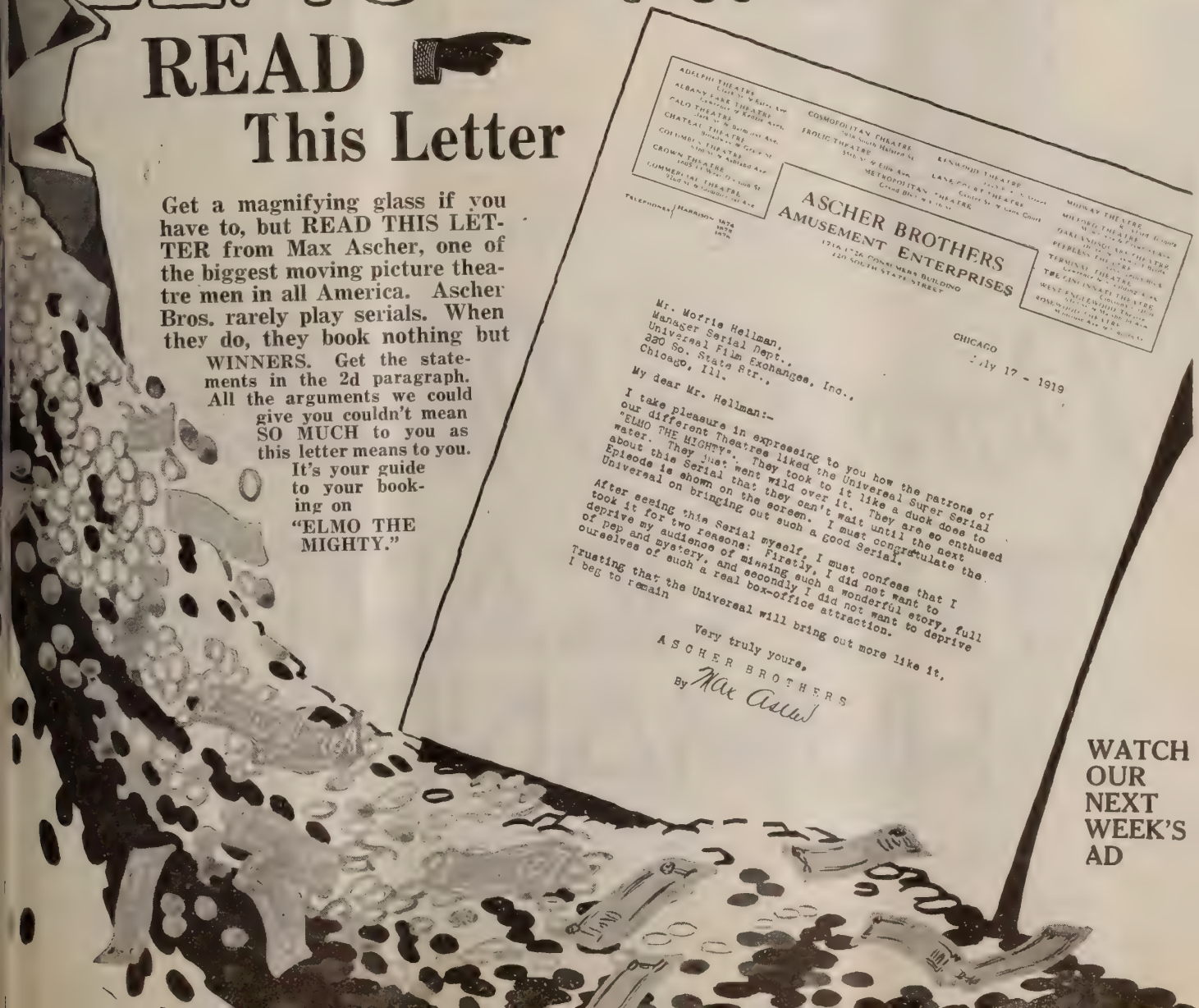
ELMO LINCOLN

IN

"ELMO THE MIGHTY"

READ This Letter

Get a magnifying glass if you have to, but READ THIS LETTER from Max Ascher, one of the biggest moving picture theatre men in all America. Ascher Bros. rarely play serials. When they do, they book nothing but WINNERS. Get the statements in the 2d paragraph. All the arguments we could give you couldn't mean SO MUCH to you as this letter means to you. It's your guide to your booking on "ELMO THE MIGHTY."



ASCHER BROTHERS
AMUSEMENT ENTERPRISES
220 SOUTH STATE STREET

CHICAGO
July 17 - 1919

Mr. Morris Hellman,
Manager Serial Dept.,
Universal Film Exchanges, Inc.,
220 So. State Str.,
Chicago, Ill.

My dear Mr. Hellman:-

I take pleasure in expressing to you how the patrons of our different Theatres liked the Universal Super Serial "ELMO THE MIGHTY". They took to it like a duck does to water. They just went wild over it. They are so enthused about this Serial that they can't wait until the next Episode is shown on the screen. I must congratulate the Universal on bringing out such a good Serial.

After seeing this Serial myself, I must confess that I took it for two reasons: Firstly, I did not want to deprive my audience of missing such a wonderful story, full of pep and mystery, and secondly I did not want to deprive ourselves of such a real box-office attraction.

Trusting that the Universal will bring out more like it, I beg to remain

Very truly yours,
ASCHER BROTHERS
By Max Ascher

WATCH OUR NEXT WEEK'S AD

"No to

READ the letter opposite. This is one of hu
dreds of expressions received from lar
and small theaters alike in every state
the Union, proving that—"THE HEART O
HUMANITY" is still the year's greatest pictu
and making the biggest money for exhibitors, pl
the prestige it brings by its artistic success. N
picture on the market compares with it. It stan
alone in its extraordinary ability to please exhi
itors and patrons alike. It will prove an "event
in your house, besides enabling you to clean u
with it.

Carl Laemmle presents

Dorothy Phillips

in

"THE HEART of HUMANITY"

Allen Holubar's Super-production

"The Picture that Will Live Forever"

theatre too small show it"

SAYS A.C. ABRAHAMSON OF HILL CITY, MINNESOTA —POPULATION———220

Gem Theatre

A. C. ABRAHAMSON, PROP. & MGR.

Pictures of the Highest Standard

Hill City, Minn.

June 9th, 1919

Universal Film Co.,
Minneapolis, Minnesota.
Gentlemen:

Allow me to congratulate the Universal Film Company on the cinema production, "THE HEART OF HUMANITY" which I have just completed a three day run on same.

Being located in only a small town I was rather dubious at first in giving it a booking, owing to the fact that it is a much bigger proposition than we SMALL EXHIBITORS are in the habit of handling. But after having run the first day, I puffed out my chest, and considered that I was just as BIG a fellow as Marcus Loew, New York's BIG MAN of the Movies (only that I didn't cover so much territory).

To make a long story short, I piled them in for two matinees and three nights and went over the top with a bang. The whole thing from start to finish is a Work of Art, and I'll say there is no theatre too small to show it. Advertise her big as the picture will surely do the backing.

Very truly yours,

A. C. Abrahamson.

P.S. Since writing this letter a fellow just met me and asked me if I was going to run "THE HEART OF HUMANITY" again tonight. He said he saw it three times but would like to see it again.

A. C. A.

JEWEL

Carl Laemmle offers

The Star of the World's

"The Heart of

in

"DES

UNIVERSAL
Jewel
1600 Broadway, New York

Dorothy

Greatest Picture

Humanity"

TINY"

Directed by Rollin Sturgeon

Phillips

SYNOPSES OF "THE FIGHTING HEART," HEARST NEWS, No. 30, AND "LION TRAPPING."

"The Fighting Heart."

Two-Reel Western Drama.

CAST.

Jim Wilson	Jack Perrin
Edgar Wilson	Hoot Gibson
Mary Sinton	Josephine Hill
Lucy Sinton	Laura Trainor
Steve Loury	Lee Pattee

JIM, owner of the Circle W, and his brother Edgar were in love with the district school teacher. Jim was a man of few words, but admired and respected by all. He was not over particular regarding his personal appearance, but held honor above all else.

Edgar, who prided himself in his neat appearance, strength and ability, found a successful road to the school teacher's heart. He proposed and was accepted. That same afternoon Jim, in his crude way, told the school teacher of his love.

When he learned that she was his brother's, his only remark was: "Edgar will justify your highest expectations."

Upon returning to the ranch, Jim finds Edgar taking one of the ranch hands to task. The big roughneck cowpuncher sneers at Edgar's orders. Edgar is furious and although big enough to thrash him seems to be afraid. Jim steps in, administers a thrashing, and then asks Edgar where his fighting blood has gone.

At an entertainment at the school, the audience is held up by a masked bandit. The school teacher is robbed of her ring and Jim and Edgar are sent in pursuit of the bandit. Edgar again displays fear, falls and is injured. Jim, although shot in the arm, captures the robber. The brothers return and Edgar returns the ring to his fiancee, who chanced to overhear the robber remark that it was fortunate that Edgar didn't set out alone after him.

Jim, determined to bring out the fighting blood in his brother, with the aid of the teacher, stages a kidnapping. Jim becomes the "culprit" and steals his brother's sweetheart, and is seen by her sister, who rushes madly to inform Edgar. Jim is "captured" in a deserted house. A terrific fight between the two brothers ends in Edgar learning that his brother has been striving to make him a bigger man and that the school teacher really loves someone else.

Jim, at last, realizes this same fact.

Hearst News, No. 30.

Heroic Czech Troops Parade at Capitol.—They fought their way 6,000 miles across Siberia so they don't mind a little thing like rain.—*Washington, D. C.*

Sub-Titles.—Uncle Sam makes the veterans of a hundred battles comfortable at Camp Meigs. New type of the "fighting face."

Real No Man's Land a Hiding Place For the Bandits of Mexico.—Near El Paso, Tex.

Sub-Titles.—A picturesque island in the Rio Grande—owned by Uncle Sam, but occupied by skulking Mexicans who spurn our citizenship. Work is too humdrum for this ragged rover as long as he has his faithful burro. The Seccorro Mission—founded in 1600—the only thing the island denizens respect.

Wooden "L" Train in Rear-End Crash; One Dead, Many Hurt.—New York City.

Championship Motor Races Furnish Thrills.—Exciting contest a feature of Welcome Home celebration for Pennsylvania heroes.—Uniontown, Pa.

Sub-Title.—Nothing tame about the All-American cycle race.

Have You a Little Oil Well in Your Home?—Lots of Californians have 'em in their back-yard or out on the front stoop or down among the oranges.—*Los Angeles, Cal.*

Sub-Titles. — The walking-beam coaxes the precious fluid night and day. When Fortune calls not even the beach is sacred.

Beauty Hints by Madame Hattie.—With posed pictures by the ponderous pachydern herself.—*New York City.*

Sub-Titles.—"Pierre and Francois, my French valets, take me for an early morning stroll—invaluable for the complexion." "One must never neglect one's cuticle—the true gentlewoman is distinguished by her attention to such little details of the toilet." "I never fail to take my annual oil bath. Ladies envying my delicate skin are advised to try this."

Cabinet Meets for First Time Since Wilson's Return.—Washington, D. C.

Sub-Titles.—Secretary of Commerce Redfield arrives at White House for the conference of Mr. Wilson's "official family." Secretary of War Baker and Secretary of the Interior Lane meet at the White House gate. Secretary of Labor Wilson. Acting Secretary of State Frank L. Polk. Josephus Daniels. A. Mitchell Palmer, Attorney-General, learns something of the art of cross-examination from the newspaper men. Speed means nothing in Postmaster-General Burleson's life. He sticks to the horse-drawn vehicle. Secretary of the Treasury Glass acts as his own chauffeur.

Back From Germany, General Dickman Ordered to the Border.—New York City.

Sub-Titles.—Former commander of the Army of Occupation hurriedly directed to assume command of the American troops on the Rio Grande. "No picture unless you photograph me first with these enlisted boys who went through hell!" says Lieutenant-General Hunter Liggett. The officer who was second in command to General Pershing and commanded America's First Army. Major-General Patrick, commander of the Overseas Air Service; Lieutenant-General Liggett and Major-General Squier, commander of the Signal Corps.

Pacific Fleet Quits Hampton Roads for Southern Waters.—Hawton Roads, Va.

Sub-Titles.—Remarkable views of the great Armada under steam, made from a naval seaplane. Admiral Rodman's flagship, the New Mexico, leading the vanguard of battleships.

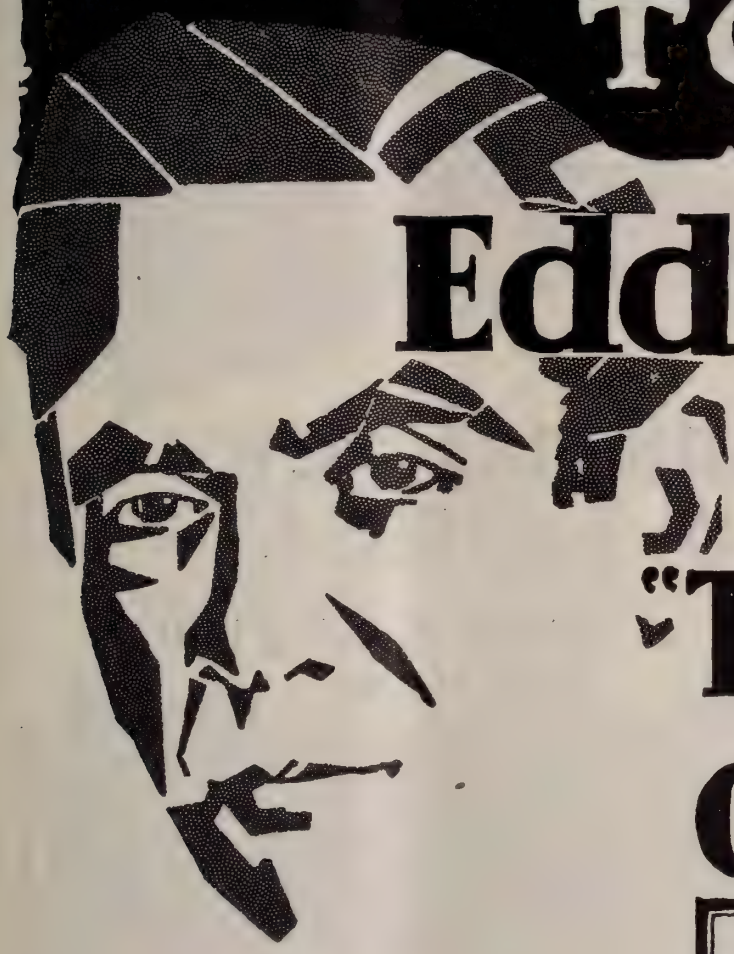
"Lion Trapping."

Major Allen's Animal Hunt.

INTO the Arabian desert comes Major Jack Allen on a lion hunt. The king of beasts is so bold that if hungry enough he will attack a camel train. For that reason Allen is apprehensive when forced to camp in a place he knows to be a favorite hunting ground of lions. During the night a baby camel is born. In the excitement the camp is left without adequate guard, but the mother camel's intuition scents the danger and she gives the alarm. Allen is just in time to frighten the beast away with his express rifle. The next morning, following the tracks of the lion, the major prepares for the hunt, taking plenty of ropes along with him.

When his lair is found the major sits down in front of it while Ali Dene goes back and brings the camel, laden with a string net of hemp rope baited with sheep meat. It is cleverly hidden in the sand and when the lion is induced to come out he is hopelessly entangled in the net. It is then an easy matter to secure him and bind him for transportation to the coast.

Rolling up a TREMENDOUS TOTAL



Eddie Polo

in

The Box Office Serial Supreme

"The Lure OF THE Circus"

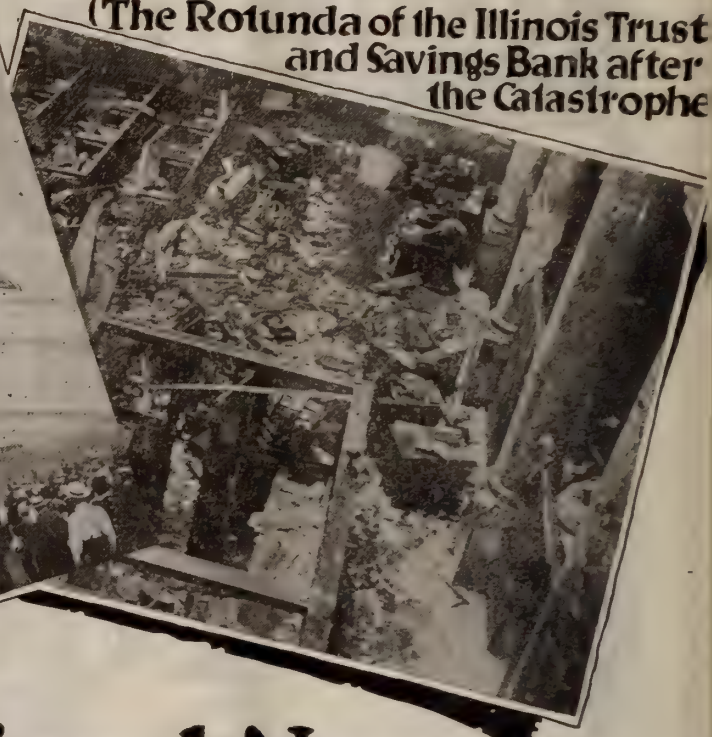
"THE LURE OF THE CIRCUS" is the serial wonder of the decade. Although released 9 months ago, it is still packing and jamming theatres in every part of the country. It's a smashing money-maker for every exhibitor.

STILL GOING BIG
IN HUNDREDS
OF THEATRES

FIRST AGAIN

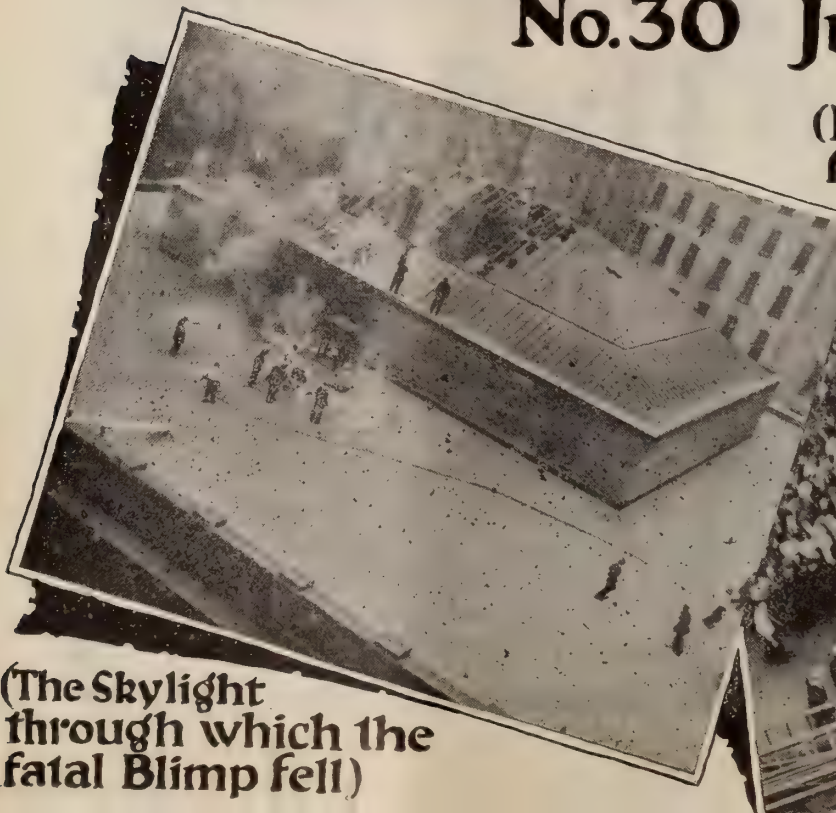
(The Fatal Dirigible in Grant Park, Chicago – before it's fatal flight)

(The Rotunda of the Illinois Trust and Savings Bank after the Catastrophe



International News
No. 30 July 23rd.

(Firemen taking bodies from ruins)



(The Skylight through which the fatal Blimp fell)

AS USUAL

First Again! As Usual are the news beats in

THE BIG THREE. In International News, issued on July 23rd and exhibited on July 24th, occurred the showing of news pictures of the fatal dirigible disaster. Three days later—on July 26th, our nearest "would-be competitor" showed scenes of this big news event. This is just one instance that occurred and has occurred every week ever since the BIG THREE was organized.

If you have any doubts as to how regularly

and how often we scoop them and "beat" them, just get these figures planted. In 93 news events in weekly new pictures THE BIG THREE either scooped or beat competition 32 times, while this "competition" beat THE BIG THREE just twice out of 162 subjects. Imagine that for a minute. They beat us 2 times to our beating and scooping them 32 times—AND WE HAVE THE FACTS AND FIGURES DOWN IN BLACK AND WHITE TO PROVE OUR ASSERTIONS, on

HEARST NEWS
INTERNATIONAL NEWS
UNVERSAL CURRENT EVENTS

We will publish a list or a partial list of a few

of THE BIG THREE Scoops and beats in ads to come. We are going to get this thing settled once for all. We are not for one minute going to allow any competitor to get away with anything but the truth, and when you know "the truth" you'll ignore every news weekly except the BIG THREE if you want THE LATEST NEWS EVERY WEEK. News in papers is news ONLY WHEN ITS NEW. When it's old, it's simply "old stuff" that millions have already seen. So we repeat it again—then once more, then again—IF YOU WANT THE LATEST AND GREATEST WEEKLY NEWS PICTURE EVERY WEEK, book the "BIG THREE."

Produced by International - - Released by Universal

COMING
THE WONDERFULL NEW
PUR AND SADDLE STORIES
WE are now producing a series of wonderful new two-reel Western pictures with a Star that means money to exhibitors. We do not wish to announce the name of the Star at present, but promise the trade something decidedly unusual in this series, fully as big as the Polo-Cyclone Smith Stories, in action, plot and handling. Prepare for something big and
Speak to your Exchange Manager now in advance for this big new series.
—UNIVERSAL—

WM. COURTENAY and JANE GREY

in "The Inner Ring," assisted by the following celebrities: Alphons Ethier, Lorraine Fost, Charles Wells and Richard Turner. Written by Wallace Clifton. Stage Women's War Relief Series. Released by Universal-Jewel.

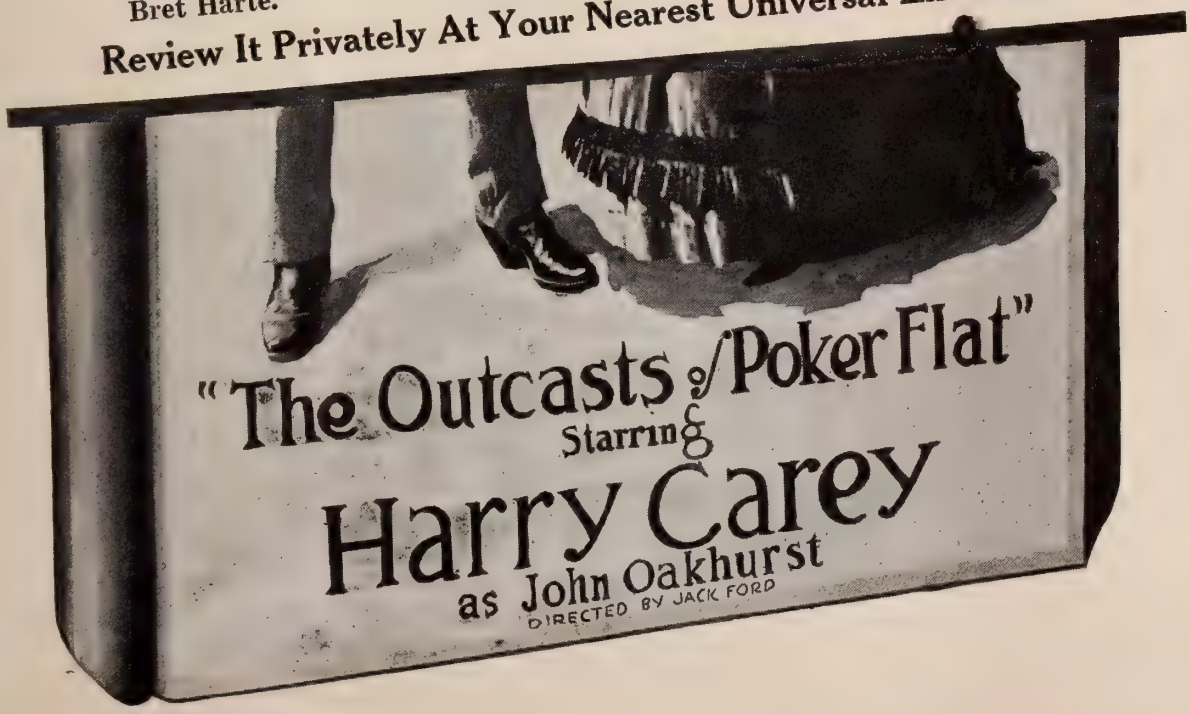
MONTAGU LOVE and ENID MARKEY

In "She Is Everywhere," assisted by the following celebrities: Blanche Yurka, Adele Roland, Frederick Truesdell, Fred Nichols, Harry Davenport, Maude Von Turk, Helen Duggan and Robert Lowell. Written by Jack Lait. Stage Women's War Relief Series. Released by Universal-Jewel.

The Picture Awaited by Millions of People

No book ever published has had a larger following of readers and admirers than Bret Harte's famous classic—"THE OUTCASTS OF POKER FLAT." No production ever filmed surpasses in magnificence the rare beauty of shots, backgrounds, atmosphere and strength of story. No film has such a splendid twist at the finish. Never has Harry Carey done finer acting than in—"THE OUTCASTS OF POKER FLAT." It's one of the few screen classics of the season, with extraordinary advertising possibilities, because of the millions of readers of this story and the drawing power of the name of its author, Bret Harte.

Review It Privately At Your Nearest Universal Exchange



MONROE
SALISBURY
in
"The MAN in the
MOONLIGHT"

The MOVING PICTURE WEEKLY

"THE best Fall Season you've ever had." That is Universal's wish for you—and we can say in all truth that we have provided offerings for you which will make the hope come true.

Within these covers you will find many important announcements, with others to follow fast. This last is why we advise you to tie yourself up tight to no one. You can make it your best Fall Season only by keeping plenty of dates open for bigger and better pictures. Of these the most timely and profitable will certainly be Universal made.

VOL. 8 (2nd) NO. 25
AUG 16 1919

A sensationally dramatic picture made
from the Famous Novel by

Joseph Medill Patterson

"A LITTLE BROTHER OF THE RICH"

A Universal Special Attraction

thrills galore

in the big new Universal Serial "The Midnight Man"

featuring

JAMES J. CORBETT

SEE THE ADVANCE EPISODES AT ANY UNIVERSAL EXCHANGE

GET A COPY OF THE BIG ADVERTISING CAMPAIGN BOOK AND SEE WHAT'S PREPARED THERE FOR YOU.

DO IT NOW

Now Being Exhibited

In All Universal Exchanges

Carl Laemmle offers

Dorothy Phillips

in the greatest Love Story ever told

"The Right to Happiness"

The biggest picture Universal ever produced.

"The Right to Happiness" is a picture of the greatest craving known to mankind. In it's drama of emotions felt by every human being who ever lived or who ever will live it is the biggest, truest, most overwhelming picture ever made. Reserve for this forthcoming superplay without hesitation and reserve for at least twice your ordinary run. We say it advisedly and will back the statement with every dollar we have on earth -- "The Right to Happiness" will sweep the world from end to end.

UNIVERSAL JEWEL
1600 Broadway, N.Y.

Now is the time for
Every enterprising exhibitor
Wherever and whenever found to

Send us the S. O. S.---Save Our Show---
Call for the New Screen Magazine
Right Now---This Minute---Instanter.
Each issue eclipses its predecessor,
Each subject is vitally, absorbingly
Novel, humorous, unique and interesting.

Many of the best known names in the world
Are numbered among its contributors.
Go to the nearest Universal Exchange
And see for yourself. Don't take our word, that
Zest, zeal and zip are crowded in every release.
Intention must be translated into action,
Now is your time to prove what we believe,
Enjoyment to your patrons is assured.

Thanks.

UNIVERSAL WILL PAY CASH FOR NEW IDEAS

NO doubt you have seen and read our previous announcements asking the Trade for new ideas. It is the aim of the Universal to improve every branch of the industry wherever possible, and to that end we ask the help of all exhibitors and their patrons. We want new ideas on stories, plays, novels, scenarios, projection, music, new methods of exhibiting. We want criticisms on plays, stars, etc. For those ideas accepted, we will pay cash in generous amounts. You can also interest your audiences.

Ask your patrons by means of slides to suggest new ideas

Get up a few easily read slides and ask your customers for new ideas. There's many a valuable idea resting somewhere in the brain of some fan, and he will no doubt be only too glad to offer his suggestion. Ask for such ideas in writing either by passing around slips for your patrons or asking them to write in to you with their ideas. You can offer cash prizes for ideas accepted, and thereby work up a wide interest in the plan.

We want any new idea that will benefit the industry at large. Universal has always set the pace with new things, and we wish to uphold our reputation now as always in leading the procession in new enterprise. Address all letters to 1600 Broadway, to—

UNIVERSAL

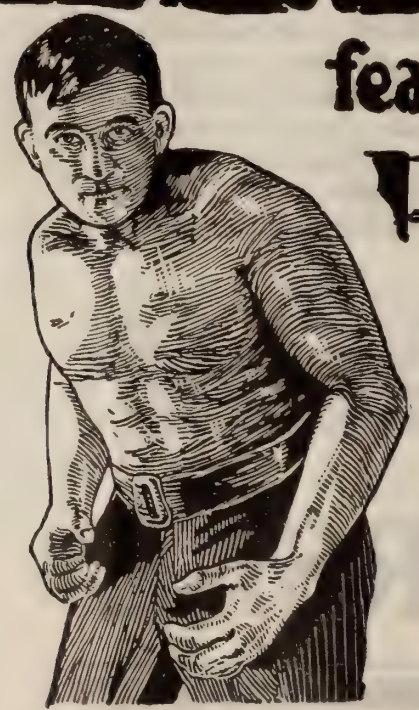
1988 T

Have Already

"ELMO THE

featuring the Great ELM

AND WE'VE



1988 THEATRES

Nineteen hundred and eighty-eight theatres have already booked—Elmo Lincoln and Grace Cunard in—the smashing Universal serial winner—"ELMO THE MIGHTY." The Whitehouse Theatre of Milwaukee, Wis., wires: "Just finished two day run on "ELMO THE MIGHTY"; biggest Tuesday and Wednesday in history of my theatre." That's the way the telegrams will come pouring in every day now for weeks and weeks. Thousands of more houses will show "ELMO THE MIGHTY" and they'll all "clean up."

NOW BEING SHOWN AND BOOKE

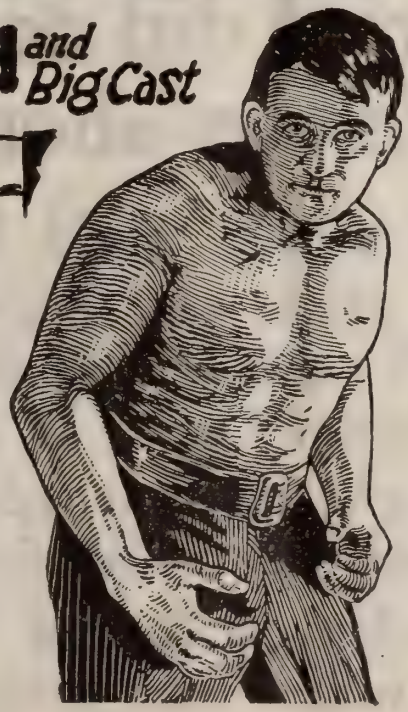
HEATRES

Booked

MIGHTY

LINCOLN-Grace Cunard and Big Cast

ONLY BEGUN



GROWING DAILY

Growing daily is the list of houses who have booked "ELMO THE MIGHTY" and growing weekly will be their profits. If you haven't booked this serial winner, GO SEE THE ADVANCE EPISODES at any Universal Exchange and get the surprise of months. Get a copy of the big Ad Campaign Book. See the big helps, ads, cuts publicity, galore. Not alone the number of theatres booking "ELMO," but the best houses in the entire country are on the list.

WHAT DOES THAT MEAN TO YOU?

HRU ALL UNIVERSAL EXCHANGES

SHORT STUFF

No. 248 Straight from the Shoulder Talk By Carl Laemmle, President, Universal Film Manufacturing Company.

The whole trade knows in its heart that there has never been a time when the Universal did not excel the whole field on short stuff.

The whole trade knows, also, that there is a great and growing demand for short stuff on the part of the movie fan. It is no longer used as a filler. It is no longer bought haphazard. Short stuff has become the real feature in many a fine theatre, with the result that the owners are more than mopping up profits.

Who on earth can give you such a really complete and wonderful array and variety of good short stuff as you'll find on this list:

Lyons & Moran Comedies (Every Other Week)

Universal Current Events (Every Week)

International News (Every Week)

Hearst News (Every Week)

Screen Magazine (Every Week)

Two-Reel Western (Every Week)

Eddie Polo Series (10 "Cyclone Smith" Stories)

Maj. Allen Animal Hunt Pictures

Joe Martin in "Monkey Stuff" and "The Jazz Monkey"

James J. Corbett's Serial (Coming in September)

Elmo Lincoln in "Elmo the Mighty" Serial

Marie Walcamp in "The Red Glove" Serial

Eddie Polo in "The Lure of the Circus" Serial

Rainbow Comedies (Every Other Week) BEGINNING IN SEPTEMBER

Okeh Comedies (Every Other Week)

Century Comedies (Every Other Week) BEGINNING IN SEPTEMBER

There's enough fine short stuff here to enable you to MAKE UP A WHOLE PROGRAM OF IT. Maybe your patrons would welcome the change from long features now and then. It's worth trying, right now at this season of the year.

THE MOVING PICTURE WEEKLY
A MAGAZINE FOR MOTION PICTURE EXHIBITORS
Published Weekly by the MOVING PICTURE WEEKLY PUB. CO.
1600 BROADWAY, NEW YORK CITY
PAUL GULICK, *Editor.* TARKINGTON BAKER, *Bus. Mgr.*
(*Copyright* 1919, *Universal Film Mfg. Co. All Rights Reserved*)
VOL. 8. AUGUST 16, 1919. NO. 25

CO-OPERATIVE PUBLICITY

Universal's New Policy In Exploitation Means Assistance for Every Exhibitor, Great and Small

AS the result of a plan that has been on the fire for some time in the headquarters of the Universal, Tarkington Baker, general manager, last week announced some interesting and important developments affecting the field publicity and exploitation staff of the Universal.

An enlargement is to be made in those departments, by which assistants will be added in many of the larger exchanges. The announcement is the more interesting because Universal was the first company to organize a field publicity and exploitation department. The plan has now been adopted by many other producing concerns.

Wherever an assistant is added, it will allow one of the men to be in the exchange office permanently, thereby giving the other exploitation men the opportunity to cover thoroughly the exchange territory. The equipment of the traveling representative will include an automobile with which to cover every town in the territory.

In making the announcement, Mr. Baker said:

"Since organizing our unique and comprehensive exploitation staff last year, Universal has seen the great need of the exhibitor for the help of the producing company in exploiting a picture. We have reecived many letters from exhibitors throughout the country, thanking us for our assistance, and we believe that the successful producer of the future will be the one who realizes that the exhibitor not only buys film but the right to a service which will make the showing of that film profitable to him."

Universal now has the largest and most complete field department of any company. Twenty-six representatives are now in the field, and while the idea has been adopted by other companies, it is an interesting fact that more than one other company has announced the appointment of publicity and exploitation men when in reality no such action really took place.

Universal has now extended its service department to Canada, an exploitation and publicity manager having been appointed to co-operate with the Montreal and Toronto exchanges. No town, however small, is overlooked by the publicity men. As testimony to the excellence of the service is the fact that exhibitors are, in many cases, calling on Universal exploitation men to take complete charge of a picture in its presentation.

Exploitation men are not chosen at random. Every Universal representative acting in this capacity has not only had newspaper training but has also been connected in some way with the motion picture industry. Many have been motion picture editors of newspapers and others have been trade paper correspondents.

In a majority of cases, the newspaper training of representatives has been received with publications in the same locality as the exchange. Friendships, good-will and associations thus formed have enabled the men to obtain a great amount of publicity for Universal productions. Universal exploitation men are ready to assist the exhibitor or the newspaper in any manner. Recently the motion picture editor of a large western paper turned over his entire department to a Universal exploitation man to handle, while he took a vacation.

WANTED—A COWBOY

Can You Meet the Requirements?

THE entire west is being combed by Universal in an endeavor to discover the world's most daring cowboy—one who can be made into a new star of western dramas. At this season all over the Pacific slope wild-west celebrations are being held, with the cowboys from the surrounding country competing in broncho-busting, steer-roping and other events for which rodeos and round-up festivities are famed.

To these fiestas Carl Laemmle, president of the Universal, is sending R. E. Wells as his personal representative, accompanied by a crew of cameramen to make screen tests of the cowboys who stage these death-defying, breath-taking feats.

From the tests Mr. Laemmle will personally choose the new star.

Mr. Laemmle's plan is to surround his new cowboy star with other daring riders who can pronounce the last word in horsemanship, and it is possible that several participants in the various rodeos will find themselves at Universal City featured in western dramas within the next few months.

"The way the public receives western dramas, starring Harry Carey, Bill Hart, Pete Morrison and Tom Mix, convinces me," says Mr. Laemmle, "that there is room for another top-notcher cowboy star, and we intend to find him."

Here are some of the requirements:

The new star must be good-looking, typical of the young American ranger. He must be full of "pep," be a remarkable rider and able to act with all the natural grace that characterizes an experienced rancher.

HERE AND THERE WITH UNIVERSAL

DRESSING ROOM ROW AT UNIVERSAL CITY

DRESSING room row at Universal City might be compared to a corridor in the Hall of Fame. In no space of similar magnitude are assembled such celebrities of the screen.

In Washington one may hear a pedestrian say:

"The Secretary of State lives in that house and just around the corner lives the British ambassador."

But there is no turning to "dressing-room lane."

The celebrities are within speaking distance of one another.

Priscilla Dean can peek out from her door and talk to Mary MacLaren. In another room a few feet away Dorothy Phillips can overhear the conversation and take part.

Harry Carey can clank down through the aisle in his spurs and every one will know that the "Ace of the Saddle" is on his way to his dressing room.

The dressing rooms are small, yet sufficiently large to admit of a comfortable couch or settee, a dressing-table and a shower-bath.

There, between scenes on the big stages which are just a stone's throw away, the stars congregate, the women to sew or read; the men to discuss the current picture and settle disputed points with the directors.

There are a hundred dressing rooms in ""dressing room row" proper where the stars hold forth. In addition there are about three hundred dressing rooms where the lesser players prepare for the work of the day before the camera.

JOE MARTIN'S DIET

JOE MARTIN, extraordinary orang-outang of Universal City, is a great relisher of victuals, as the feller said when he couldn't spell connoisseur.

Mr. Martin is a near disciple of Fletcher, chewing each thirty-two mouthfuls at least once. He has never experienced a sick day in his life and attributes his remarkable health to the fact that he eats very frequently and freely.

The Martin diet for one day's consumption follows:

Two pounds of raw onions (if a social engagement is pending the amount may be lessened).

No meat or fish except alligator pears.

Root-beer, ice-cream soda, coco-cola or malted milk to any extent that a friend is able to buy.

Fourteen carrots, or if not available, gold plate will do.

Turnips, all varieties, even to the dollar tickers.

Soups, the noiseless kind, which should be seen and not heard.

Corn on the ears, which are vastly preferable to corns on the feet.

Mr. Martin has never been a user of alcoholic beverages. He has been intoxicated only twice in his life—once for five years and once for eleven months.

The famous star uses tobacco in moderation, preferring the smokeless variety. He does not, however, advocate its use, saying:

"I am just seven years of age. If I had not used tobacco in my youth I believe that I would now be nearly twenty."

JIM CORBETT—FIRST MOVIE ACTOR

JAMES J. CORBETT, former heavyweight champion of the world, who, after completion of a Universal serial, "The Midnight Man," is enjoying a vacation at his home in New York, believes he is the first motion picture actor who ever "trod the boards" before the cinema camera.

"It happened back in 1893," said Mr. Corbett, recently, while in a reminiscent mood during a visit to Universal's New York offices. "The old Edison Kinetiscope Company arranged with me to put on a six-round sparring exhibition with Jack Courtnay to try out the possibilities of reproducing motion in pictures."

"It was a laughable affair," mused "Gentleman Jim." "We were almost a whole day in fighting those six rounds. We would box about thirty seconds while the cameraman cranked for dear life. Then we would have to wait almost an hour while he was puttering and winding and adjusting to get ready for the next brief shot."

Mr. Corbett asserts that he gets more thrills out of the serial game than he ever got out of the fistic fusses of the squared ring. He said that after completing "The Midnight Man" his legs were cut and bruised from knees to ankles, but he likes the game, and in support of his statement, he has just signed a new long-period contract with Universal to continue.

Speak to your Exchange Mgr. now about the new

RAINBOW COMEDIES

Speak NOW to the Manager of your Universal exchange for these new comedies. They will all be two-reelers for laughing purposes only, and there will be—

26 RAINBOW COMEDIES 26

They will have the pep and the punch. They will be new, clean, fast and all box-office pullers. Your exchange manager has all the detailed dope and will be able to fix you up so that you can be sure of 26 sure-fire laugh-getters for the coming season.

UNIVERSAL

THE WONDERFUL NEW

SPUR AND SADDLE STORIES

WE are now producing a series of wonderful new two-reel Western pictures with a Star that means money to exhibitors. We do not wish to announce the name of the Star at present, but promise the trade something decidedly unusual in this series, fully as big as the Polo-Cyclone Smith Stories, in action, plot and handling. Prepare for something big and

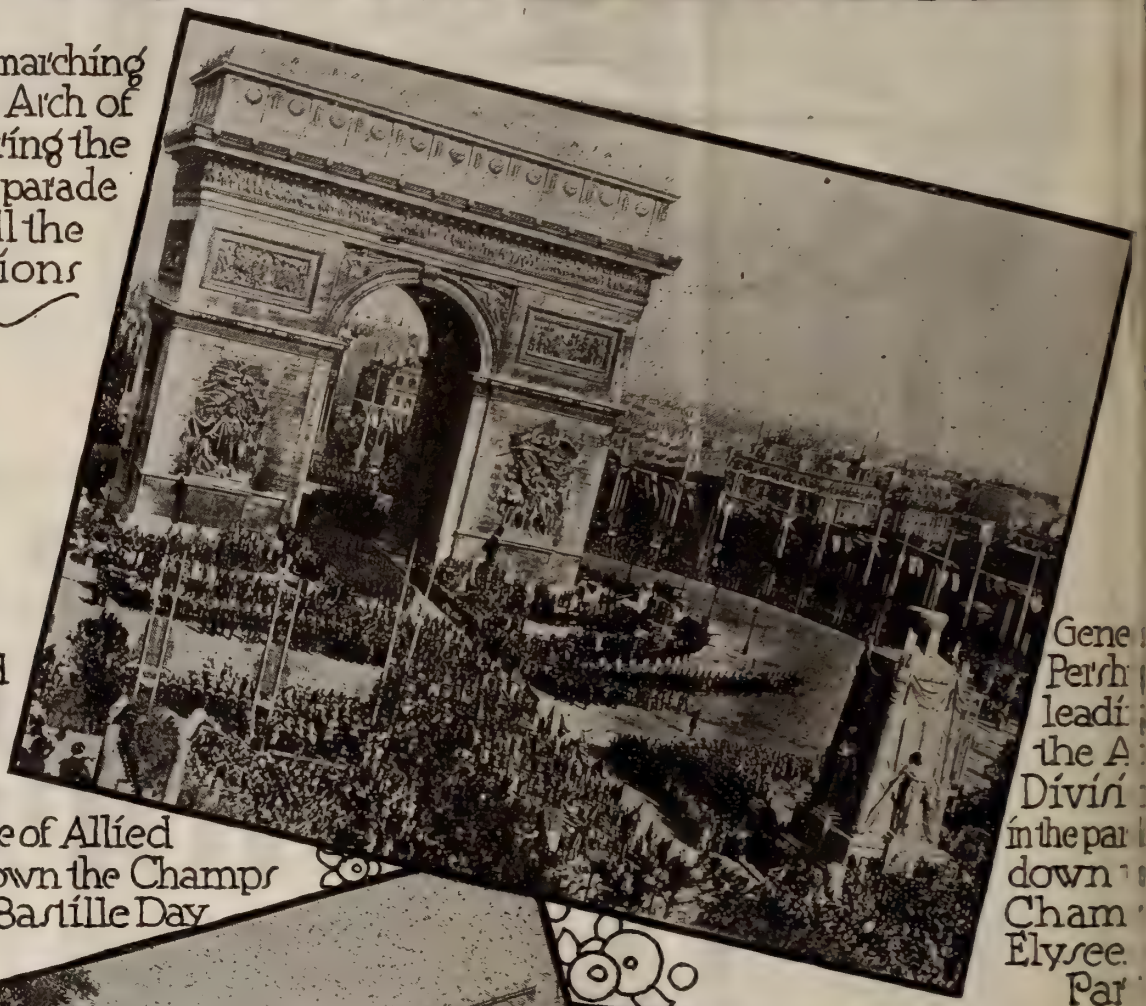
Speak to your Exchange Manager now in advance for this big new series.

—UNIVERSAL—

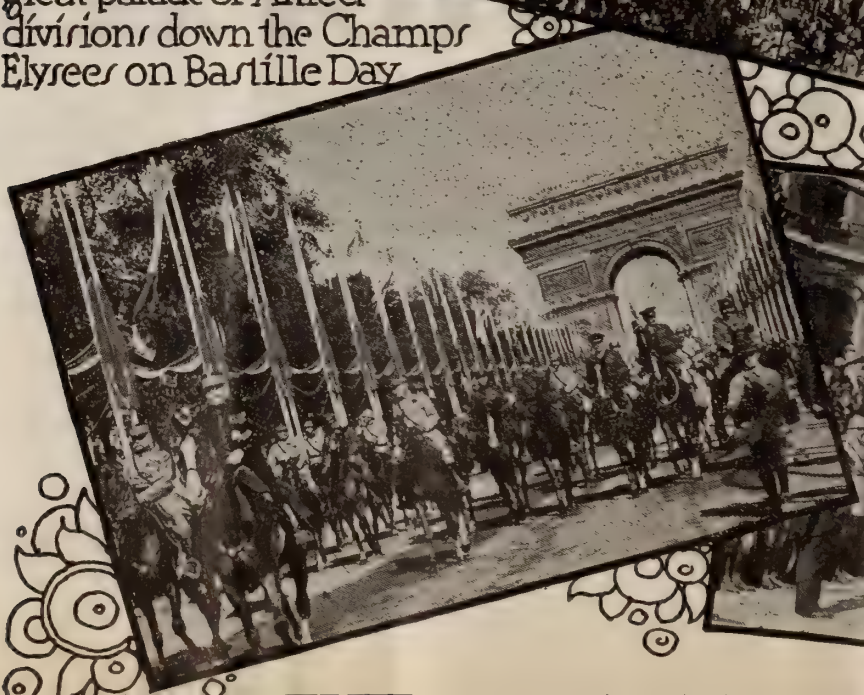
FIRST AGAIN

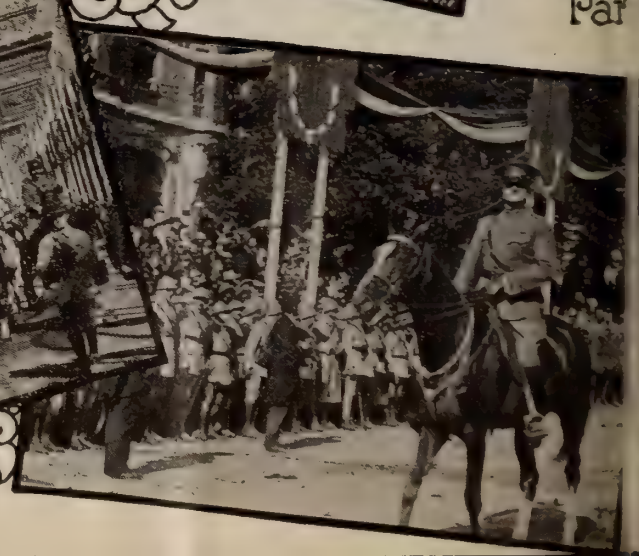
Hearst News No 31

U.S. soldiers marching through the Arch of Triumph during the Bastile Day parade in which all the Allied Nations took part



Marshall Joffre and Marshall Foch leading the great parade of Allied divisions down the Champs Elysees on Bastille Day





AS USUAL
– out July 28th.

FIRST AS USUAL! FIRST EVERY TIME!

And that means you, Mr. Subscriber-to-Hearst News—just as much as it means the wonderful organization that is scooping the world with its news beats. Every time we put one over, you put one over, too. This time, it's the great epoch-marking pictures of our American boys marching under the Arch of Triumph. And just so you won't forget, here's a list of the beats we've scored for you in the past few weeks. If anybody can beat this list they can have our business with you.

Here are just a few of the "beats" and "scoops"

First Pictures of the R-33 . . . 60 DAYS AHEAD.

First Pictures of the Canada Strike . . . 24 DAYS AHEAD.

First Pictures of the R-29 . . . 16 DAYS AHEAD.

First Pictures of the Australians Parade . . 14 DAYS AHEAD.

EXCLUSIVE

First Aeroplane Flight over Jerusalem.

First Cabinet Meeting since President's return.

Victims of Turkish barbarity in Syria.

President Wilson delivering Decoration Day Address at Surenness, France.

First Pictures of London's Parade Day . . . 12 DAYS AHEAD.

First Pictures of Australian Envoys in Paris . . . 10 DAYS AHEAD.

First Pictures of the President in Belgium . . . 7 DAYS AHEAD.

UNIVERSAL CURRENT EVENTS
HEARST NEWS---INTERNATIONAL NEWS

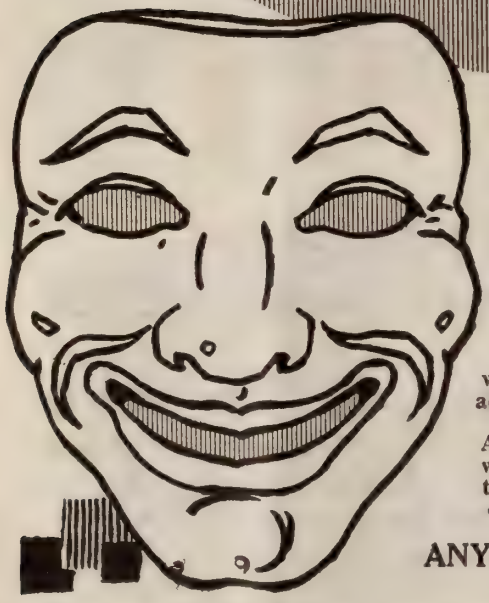
The Big Three--the biggest three--of the news

screen. Biggest in quantity—biggest in scoops—biggest in variety. Take any one of the three and you'll scoop your town on any single reel. Take 'em all and you'll be beyond the reach of competition. Anybody can show old stuff. It takes the Big Three and You to show the news while it's newest. See your nearest Universal Exchange today.

Produced by International---Released by Universal

Speak to your Exchange Manager about the new

Okeh Comedies



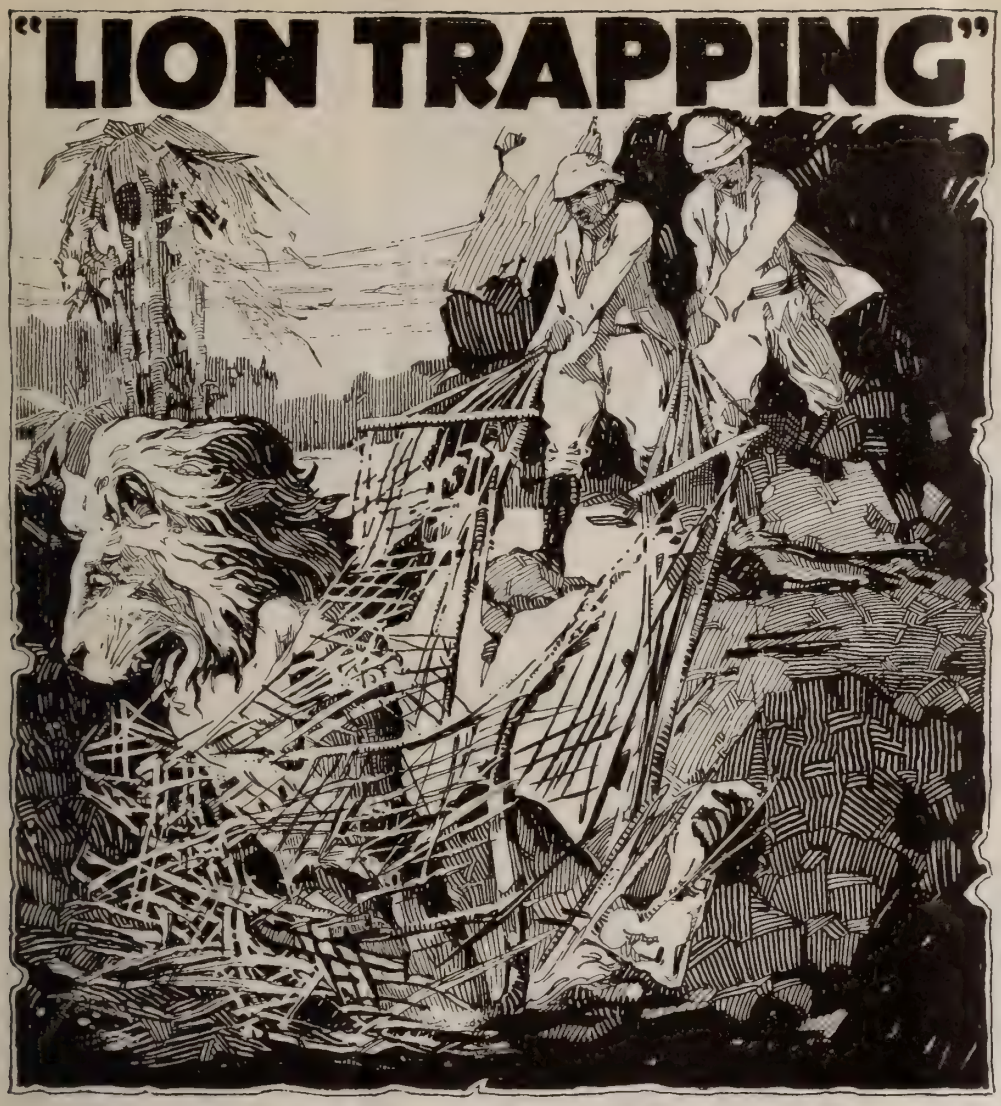
OKEH Comedies are being produced, released and advertised as clean, fast comedies, with clean, wholesome fun for everybody from 8 to 80.

You can learn more in half an hour reviewing these new comedies (released every two weeks) than by reading any advertising statements.

Any Universal Exchange Manager will be only too glad to screen these laugh-getters for you at your convenience. See them at—

ANY UNIVERSAL EXCHANGE

"LION TRAPPING"



The Third release of the Famous Series of three

Major Allen's THRILLING Wild Animal Hunt Pictures

"LION TRAPPING"—the third release of these wonderful MAJOR ALLEN WILD ANIMAL HUNT PICTURES"—scores even bigger than the first and second, yet they're all new and sensational pictures, so good that they stole the applause away from the big feature at The Strand Theatre, on Broadway, New York. They'll give your patrons a new thrill and you can steal a march on your competitor by advertising and showing them all.

NOW BOOKING THRU ALL UNIVERSAL EXCHANGES

SYNOPSES OF "CHARLIE, THE HERO," HEARST NEWS, No. 31, AND NEW SCREEN MAGAZINE, No. 26.

"Charlie, the Hero."

Two-Reel L-Ko Komedy.

Featuring Chai Hong, Hughie Mack and Claire Anderson.

(*Copyright*, 1919, *by the L-Ko Komedy Kompany.*)

CHARLIE was fresh from the Orient, and for lack of better work to do, was carrying wash for a couple of his countrymen.

In the town where Charlie existed there were a bunch of roughnecks so wild that you couldn't walk two blocks without being held up. Charlie overhears a plot to kidnap a banker's daughter and hold her for ransom.

He rescues a policeman from the gangsters and is appointed on the staff as an expert policeman.

Claire, the banker's daughter, is having a friendly game of "craps" with some of her chums, when she is rudely snatched away into the clutches of a big brute gangster. Little Charlie the cop, attempts to take Claire away from the bandits, but is badly beaten up.

A reward is offered for the capture of the villains. Charlie pursues the kidnapper, and while he is looking for some of his associates, Charlie hides in a baby carriage. He finds out where they hid Claire. The gangster returns to the nurse who has the baby carriage, and insists upon seeing the baby. To the nurse's astonishment and to the gangster's joy, they discover Charlie in the baby carriage. A rough and tumble battle ensues, and Charlie mnaages to beat up the gangster and save the girl. He gets the reward, but one of the other cops gets the girl.

Hearst News,

No. 31.

Exclusive Views of the Yanks in the Trenches of Icebound Russia.—Archangel, Russia.

Sub-Titles.—A machine-gun outpost covers the Arctic No-Man's-Land. A dreary dugout amid the snow waste. The snow patrol of the Allied forces. Encased in their white coats, the doughboys furnish poor targets for the Bolsheviki. A Yankee block-house—adapted from the tactics of the American Indian wars. Major Sir Ernest Shackleton, Antarctic explorer, is initiated into the Unicorn Club, an organization of British officers.

Mermaids a la Mode—But They Can Swim (Omitted from New York City prints).—And ride, too—even if it is only a four-footed flivver—it gets them there.—*Del Monte, Cal.*

Sub-Titles.—Some speed! The winner covered 200 yards in 59 seconds in the first event of a three-day meet. A novelty race with toy balloons. The camera-man says this is tea.

Troops End Race Riot Epidemic at the Capitol.—The Marines, as usual, lose no time getting on the job—and disorders cease.—*Washington, D. C.*

Sub-Titles.—Sailors from the President's yacht help make the Capitol safe for Democrats—and Republicans. A crack cavalry troop patrols the spacious avenues.

Venerable Cardinal Gibbons Celebrates His 85th Birthday.—Union Mills, Md.

Sub-Title.—A stroll through the beautiful gardens is his daily constitutional.

All Aboard for the Honeymoon Express.—Lieutenant J. E. Bourgwin and his bride start a new fad and avoid the annoyances of a stuffy Pullman.—*Bolling Fields, Washington, D. C.*

Sub-Title.—A new-fangled honeymoon but an old-fashioned kiss.

Thousands Attend Thrilling Games of New York Police.—Sheepshead Bay, N. Y. (For New York prints only).

Sub-Titles.—Can the mounted police ride—we'll say they can! They don't look much like the "finest," but they're only having a little fun. Lieutenant Sheridan, with hands cuffed, makes a daring leap from an aeroplane.

France Acclaims World's Heroes in Greatest of Victory Parades.—Paris, France.

Sub-Titles.—Joffre and Foch, Marshals of France, lead the Immortal Legion through the Arc de Triomphe. "Black Jack" Pershing and the flower of the Yankee army that turned the tide of war. The Colors of forty fighting American Divisions whose achievements are written from Cantigny to the Argonne.

"Indoor Sports" Cartoon by "Tad."

New Screen Magazine

No. 26.

THE Screen Magazine this week introduces us to Mr. Edmund F. Barker, twelve-year-old suburbanite of Los Angeles, who is editor, proprietor, printer and owner of the Athens Oracle. The Oracle Building is the front porch of the Barker home. Did you know that if a star-fish is cut into pieces, each piece will become a separate star-fish? Signor Falconi shows us how it is possible to read character by the way a person sharpens a pencil. It's a great thing to know in business. Louise Dresser, vaudeville's "top liner," gives us the latest pointers on lap-dog etiquette; Lillian Russell, world-famous beauty, gives us a lesson on how to have beautiful finger nails and the correct shapes the nails should be; instruction in the gentle art of making invisible ink, and a futurist movie of Andrew Carnegie complete this issue.

JUST LAMP THIS.

ALL Aladdin had to do was to rub his old lamp—and he had the moving picture studio. Truly, the modern cinema plant is almost weird in its potentialities, so great is the scope of the world's work which it covers.

If the famous Arabian Nights' hero had strolled out to the lamp department at the Universal studios, it is pretty certain that Mr. Aladdin could have learned a few things on his favorite light subject—who's who in the lamp world.

The demands upon this one department of Universal's huge "fantasy factory" require the knowledge of one who has devoted his life to the study of this particular branch of the motion picture industry.

The tiniest lover's lamp or the huge ornamental arc lights of the street are to be found in the lamp department at Universal City.

Many of the beautiful lamps shown on the silver screen are created in the fertile brain of a high salaried expert whose business it is to dream these things of beauty for the pictures, and then to transform dreams into reality.

Often while glancing at a magazine or book the artist will discover the long-sought design, and a replica will be reproduced from the illustration.

Yea, verily, Aladdin would rub both his "lamps" in wonder if he could visit the modern film factory.

Laugh—thrill—laugh—thrill—laugh
thrill—laugh—thrill—laugh—thrill
laugh—thrill—laugh—thrill—laugh

MARY MacLAREN

IN

"THE WEAKER VESSEL"

Laugh—thrill—laugh—thrill—laugh
thrill—laugh—thrill—laugh—thrill
laugh—thrill—laugh—thrill—laugh
thrill—laugh—thrill—laugh—thrill

UNIVERSAL SPECIAL ATTRACTION

One of the finest Universal Special Attractions of the Season

Publicity for "The Ace of the Saddle"

ABOUT THE STAR.

HARRY CAREY, the whirlwind star in "The Ace of the Saddle," his latest Universal picture, was born in New York about the time when every juvenile Democrat cast longing eyes toward Tammany Hall. If he had not become an actor many of his old-time friends like to think that Carey would have become a Tammany politician, and they steadfastly declare that he would have been one of the shining lights in the world of politics.

But he turned to the stage and later to pictures and thereby gained fame and fortune. Success came through arduous labor and hard knocks. His popularity has not come solely because Carey is a dare-devil in the saddle or quick on the trigger, but because he is human. His whimsical and unaffected ways appeal particularly to children and they do not seem to realize that he is acting. Each day Carey received scores of letters from small boys and girls. They tell him that they like him, and Carey is never too busy to look over and enjoy their letters. He answers as many as he possibly can.

Carey, grown to be an immense favorite on the stage, when he saw the possibilities of the celluloid drama, despite the entreaties of his friends and the merry ha-ha's of his stage rivals, joined a picture producing company. And among the former "unknowns" with whom he worked in pictures are D. W. Griffith, Mary Pickford, Henry B. Walthall and many others.

Carey owns an ideal ranch near Universal City, where he spends his few leisure hours, enjoying the companionship of his mother.

FOR THE HERALD.

The little god of Love is noted for his capricious caperings, but when he robbed Cheyenne Harry Henderson of his faithful six-shooter, it really amounted to a catastrophe—almost. Cheyenne had the most trifling and treacherous bunch of cattle rustlers in the West lined up against him and stealing his cattle so frequently that he grew desperate. And on top of that Harry fell in love with the daughter of Pinkerton County's sheriff, and feminine-like, she asked him to give up the one thing that bore a semblance of law and protection—his six-shooter.

But something happened to put a gun back in Cheyenne's hand and start him hell-bent for his enemies with a yell that he was "bustin' loose from peace." Learn what it was by seeing "The Ace of the Saddle," which brings Harry Carey, the Ace of the Saddle, to the ..... Theatre next.....

ADVANCE STORY.

A SOLEMN promise not to carry a gun in a gun-fighting cattle-camp is a big sacrifice even when made to a sweetheart, but that was the price paid by "Cheyenne Harry" for a fighting chance to marry the girl he loved in "The Ace of the Saddle," a Universal photodrama which comes to the ..... Theatre ..... on .....

The role of "Cheyenne Harry" is depicted by Harry Carey. The story concerns a rancher who was preyed upon by a band of cattle-rustlers.

Not content with stealing his cattle they stole his girl. He then forgot his promise to go unarmed and trapped the rustlers in the mountains. A gun battle ensued that echoes in legend throughout the cow country, to this day.

Pretty Peggy Pearce supports the star as his leading woman. Then, too, the famous flying squadron of Harry Carey cowboys clatter through the scenes in breakneck fashion and make the spectator wonder if broken bones are the rule rather than the exception in the Harry Carey clan.

"The Ace of the Saddle" was written by Frederick J. Jackson and prepared for the screen by George Hively. The complete cast includes Duke R. Lee, King Fisher Jones, Joe Harris, Zoe Rae and Howard Enstedt.

A VETERAN.

VETERANS of the old west will recognize a partner of days gone by when "The Ace of the Saddle," Harry Carey's latest Universal western drama, is thrown on the screen of the ..... Theatre on .....

King Fisher Jones, one of the west's most famous characters, plays an important role in the production. Jones led the Arizona cattlemen against the sheep herders in the notorious Johnson County war. He scorched a career across the great American desert when he was a youth fresh from the cow-camps. His reputation endures to this day.

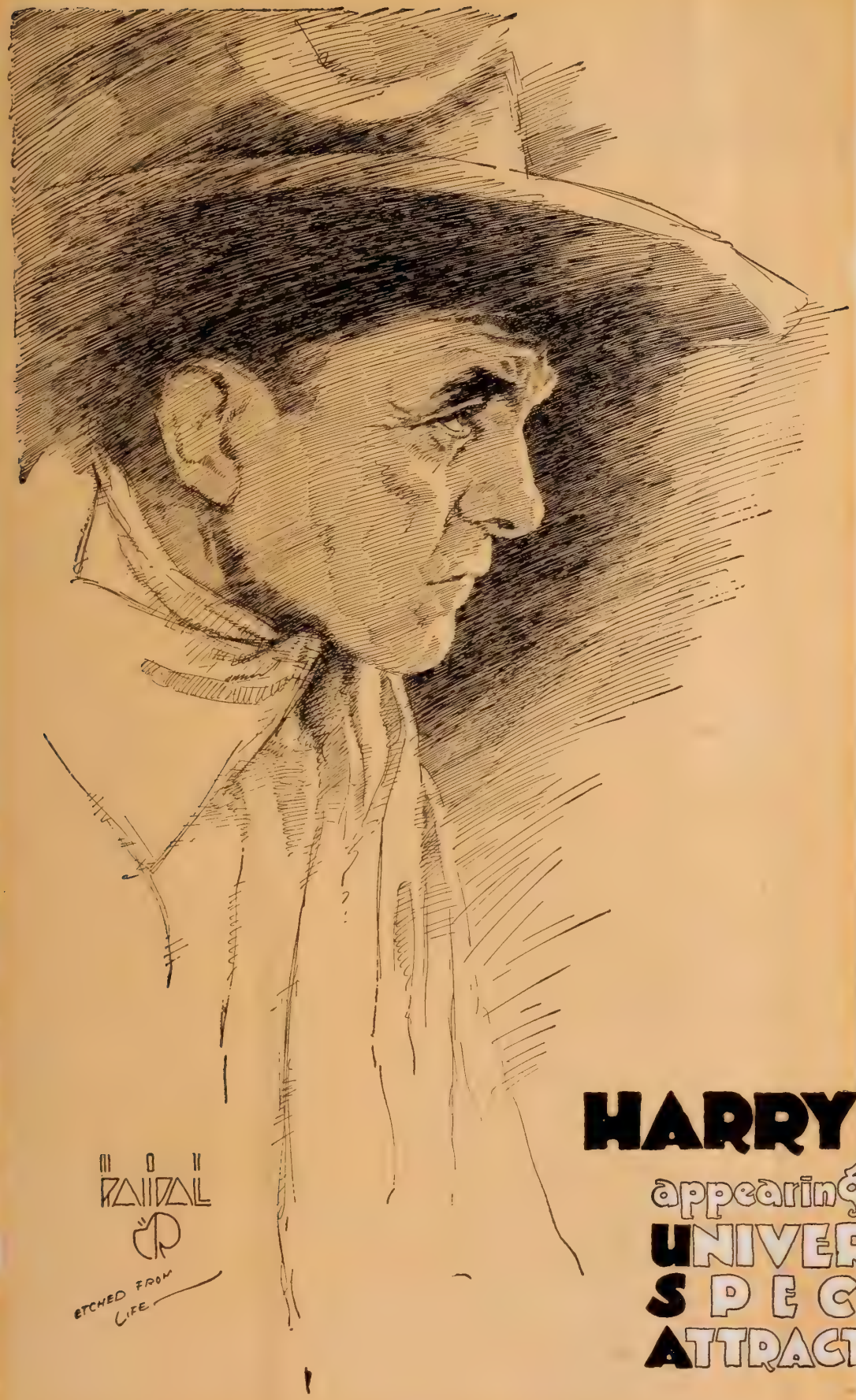
Among the old range partners of King Fisher Jones is Governor Thomas E. Campbell of Arizona. When Jack Ford, directing Harry Carey, takes the company to film the annual Arizona round-ups, Jones always jingles his spurs across the floor of the executive offices in Phoenix and recalls old times with the governor. Years ago when the late Colonel Cody organized his famous "Buffalo Bill" show the veteran scout summoned Jones to lead his troop of fearless horseman. In that capacity Jones appeared before the thrones of Europe and is said to have won the admiration of the late Queen Victoria when he rode a bucking horse through the fence.

VETERAN AT SEVEN YEARS.

WHAT little girl of seven summers can look back upon four years before the motion picture camera and recall experiences that would shake the nerve of circus acrobats. Little Zoe Rae, who appears with Harry Carey in the star's latest Universal picture, "The Ace of the Saddle," is a gifted photoplayer with a brilliant future. She will be seen at the ..... Theatre on ....., when the western star appears in "The Ace of the Saddle."

Zoe was born in the suburbs of Chicago on July 13, 1910. Without an hour's training she was cast for a toddling part in a Biograph production. Universal recognized the appeal of the little girl and summoned her parents to the world's film capital. That was four years ago. Now Zoe appears in many Universal productions. Once she rode a bucking horse through a burning house. The horse bolted, but she clung fast and remembered to register the proper expression when within range of the camera. She has played widely divergent roles. She says:

"I've played a tough kid, a little pickaninny, boys, angels, cupids, a princess, a rich girl, a poor girl, a good girl and a bad little girl. I do a little love scene in 'The Ace of the Saddle'."



HARRY CAREY

appearing only in

UNIVERSAL
SPECIAL
ATTRACTIONS

THE ACE of

the SADDLE"

featuring

HARRY CAREY

The Chicago Evening American—Said

"The unostentatious Mr. Carey is the most human of any of the woolly breed of picture actors including the spectacular Mr. Mix,—the soulful Mr. Hart and the persistently cheerful Mr. Fairbanks."

. . . . . .

To which we simply add this. With Harry Carey's prestige gained by his amazing work in such plays as "ROPED"—"BARE FISTS"—"RIDERS OF VENGEANCE" and others, you have the opportunity to build a Carey following that is not exceeded by ANY Western Star in the moving picture firmament, by showing this latest Harry Carey production—"THE ACE OF THE SADDLE" and following it up with all former Carey pictures. Hundreds of theatres have "found" Carey. They are playing him to the very limit as a result. ARE YOU? Review this latest picture at any Universal Exchange, privately, then make your decision.

UNIVERSAL SPECIAL ATTRACTION

"ROPED"

SIX HARRY CAREY HITS

"HELL BENT"

"BARE FISTS"

"THREE MOUNTED MEN"

THAT Harry Carey is now as big a Box Office Star as any western actor that ever appeared on the screen has been proven within the past three months by the ledgers of many of the largest and finest theatres in America.

Hundreds of theatres are taking the credit for having "found" Carey. We are happy to grant this. We hope more theatres will see fit to take the same credit.

No doubt they will, for every Carey picture will simply be an additional proof that Carey has arrived. Convincing evidence may be seen in his last production—Bret Harte's famous classic—"THE OUTCASTS OF POKER FLAT," which photo dramatic critics have pronounced one of the finest characterizations ever seen on the screen. Likewise in "ROPED," "BARE FISTS," "HELL BENT," "THREE MOUNTED MEN" and "RIDERS OF VENGEANCE" you will see and understand why theatres have "found" Carey. We ask you not to confuse these statements with "film advertising talk." We DO ask you to review these features privately where on the screen before your own eyes you may judge for yourself. Communicate with any Manager of any Universal Exchange. All Carey productions are——

"RIDERS of VENGEANCE"

The OUTCASTS of POKER FLAT

UNIVERSAL SPECIAL ATTRACTIONS

Service Page for "The Ace of the Saddle"

AT A GLANCE.

SUBJECT—"The Ace of the Saddle."

LENGTH—Six reels.

STAR—Harry Carey.

PREVIOUS HITS—"Bare Fists," "Riders of Vengeance," "Three Mounted Men," "Outcasts of Poker Flat."

DIRECTED BY—Jack Ford.

STORY BY—Frederick J. Jackson.

SCENARIO BY—George Hively.

SUPPORTING CAST—Joe Harris, King Fisher Jones, Peggy Pearce, Duke R. Lee,, Jack Walters, Vesta Pegg, William Cartwright, Zoe Rae. Howard Enstedt and the famous Harry Carey flying squadron of cowboys.

LOCALE—The unfenced West in the heyday of cattle.

TIME—A decade ago.

THUMB-NAIL THEME—The story of cattle rustling on a wholesale basis; a bad sheriff; a good rancher, his promise and his reward of love.

ADVERTISING PUNCHES.

1—Harry Carey in the fastest western photoplay of the year.

2—Three separate love stories running through the picture.

3—The unique spectacle of a fighting man in a lawless country, unarmed.

4—A keen political angle to the story, showing how politics may be used as a power for good as well as evil.

5—The presence of little Zoe Rae and Howard Enstedt in a love story all their own.

6—A fine "bit" for King Fisher Jones, veteran of the range and the apex of the Flying Squadron of cowboys.

7—Clever gun-play by masters of the art.

8—Jack Ford's admirable direction to a fast finish.

Story by Frederick J. Jackson.

Directed by Jack Ford.

CAST.

"Cheyenne Harry" Henderson..... Harry Carey

Sheriff of Yucca County..... Joe Harris

Sheriff of Pinkerton County..... Duke R. Lee

Madeline ..... Peggy Pearce

Inky ..... Jack Walters

Gambler ..... Vesta Pegg

Storekeeper ..... William Cartwright

Two Children..... Zoe Rae and Howard Enstedt

THE STORY.

THE fact that Cheyenne Harry Henderson, a cattleman of Yucca County, Arizona, was prosperous was no fault of Loughlin, the county sheriff. Rustling Henderson's cattle became almost a nightly occurrence.

At length matters became intolerable. So Harry loped off into Pinkerton County to ask the help of Sheriff Faulkner, square dealing and straight shooting. The result of the visit was that Mister Cheyenne Harry Henderson took a sudden liking to Pinkerton County. The sheriff had a very beautiful daughter, Madeline.

One day she called attention to Harry's trusty six-shooter. "I think those things are barbarous," she said. "If you really want to please me, don't carry it." All right, Miss," said Cheyenne, "hereafter I'm a man of peace."

Then Cheyenne did the one thing necessary to increase the hatred of Yucca County "citizens." He fenced off the Yucca County side of his water-hole. A short time later one of his men came in to the cabin, writhing. Loughlin's men had poisoned the water-hole.

The "Yucca County Cattle Dealers' Association" held a short session, adjusted their white-cap disguises and sped toward Cheyenne's cabin. One of Cheyenne's men got wind of the affair and dashed back to warn his boss.

Cheyenne went out, and took from hiding four sticks of dynamite. With a mighty swing, Cheyenne threw a stick of dynamite far down the cañyon before the riders. A terrific explosion rent the earth. Awe-stricken, the band turned and fled. Another well-placed bomb cut off their escape. Panic-stricken, the men fled in all directions. Cheyenne's men caught two of them, threw back their disguises and looked into the faces of Sheriff Loughlin and one of his followers. A speedy trial in Pinkerton County ending with the hangman's noose appeared to be inevitable.

One of Loughlin's hirelings aroused the gang, however, and they dashed into the court where the trial of their leader was in progress, and during the melee, Loughlin and his partner escaped. Then the gang rode to the home of Sheriff Faulkner, seized Madeline and rode away with her. When Cheyenne Harry heard the news, the camel's back was fractured. "Gimmie a gun!" yelled Cheyenne. "I'm sure bustin' loose from peace!" Harry and his men rescued the girl.

A few months later there was a wedding at Cheyenne's house.

ADVERTISING CATCH LINES

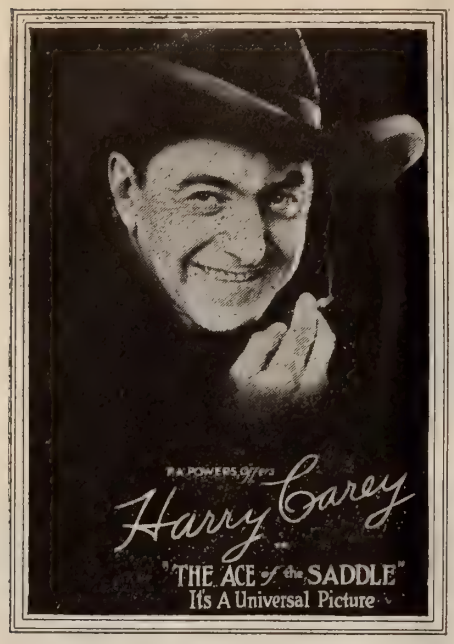
The cattle rustlers stole his cattle for profit; his girl for pure deviltry.

Everybody is in love in "The Ace of the Saddle," Harry Carry's latest Western photodrama.

Like hard riding? See Harry Carey's famous flying wedge of cowboys in "The Ace of the Saddle."

A crooked sheriff, a bevy of cattle thieves, a rash promise and a beautiful girl keep things moving for Harry Carey in "The Ace of the Saddle."

It wasn't that Cheyenne couldn't shoot—it was because he wouldn't. The sheriff of Yucca County was so crooked that his own shadow wouldn't follow him. Harry Carey straightens him out in "The Ace of the Saddle."



One-Sheet.

Posters for "The

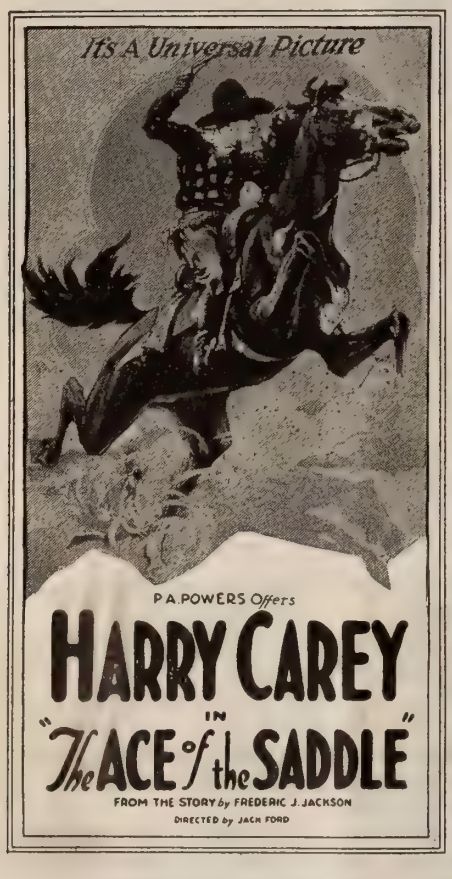
IF a man ever needed a six-shooter, Cheyenne Harry Henderson needed it in "The Ace of the Saddle," the latest Universal western photodrama starring Harry Carey. Yet that six-shooter, the best friend the cattle baron ever had, was denied him. This is the basis of the story which will be screened at the ..... Theatre commencing .....

ZOE RAE, one of the most popular kid actresses in pictures, has a part in "The Ace of the Saddle," Harry Carey's latest Universal-made western. Little Miss Rae is one of the principals in a kiddie love affair which runs parallel to that of Carey and his leading woman in "The Ace of the Saddle," which is booked for the ..... Theatre .....

A CLEVER piece of western strategy is contained in "The Ace of the Saddle," Harry Carey's latest Universal picture, which will begin a showing at the ..... Theatre ..... Carey, in the role of Cheyenne Harry Henderson, intercepts a band of whitecappers who are seeking to murder him, cutting off their progress by four well-aimed sticks of dynamite.

HARRY CAREY, starring in "The Ace of the Saddle" at the ..... Theatre, is a collector of firearms. The star has more than fifty revolvers and pistols, twenty-odd rifles, a sprinkling of shotguns, and powder-horns galore. He is gunless, however, for a time, in his latest production.

THE West's biggest cattle round-up of the year was registered by the motion picture camera for scenes in "The Ace of the Saddle," the Harry Carey Universal photoplay now showing at the ..... Theatre. The star rode the range with the veteran plainsmen of the Circle C outfit.



Three-Sheet.

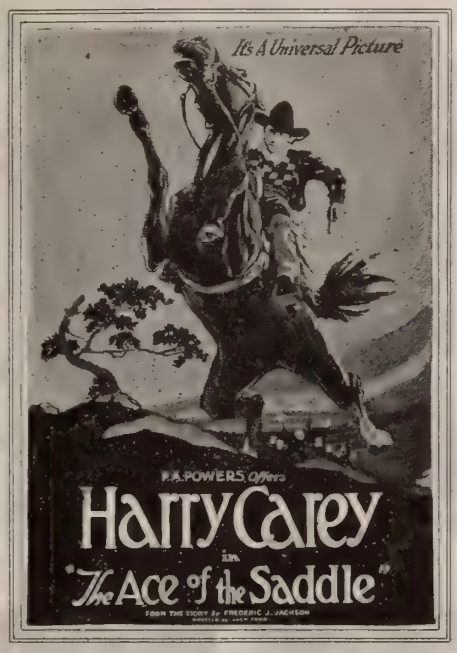
Six-Sheet Poster.

Ace of the Saddle"

HARRY CAREY has become so closely associated with his well-earned nick-name, "The Ace of the Saddle," that his latest Universal western was given that name. It will be shown at the ..... Theatre .....

KING FISHER JONES, one of the group of veteran plainsmen who became associated with Buffalo Bill in his show business, is now a member of Harry Carey's flying squadron of cow punchers, which are an important part of every Carey picture. The latest Universal western photodrama in which Jones appears is "The Ace of the Saddle," which will be shown at the ..... Theatre .....

QUALIFYING as an expert on fire-arms, Harry Carey, the western star, recently testified in a criminal trial in Los Angeles and by his testimony freed an innocent man accused of murder. The star proved that the gun used was an automatic pistol of German make, of which there are only a few in this country. Carey is appearing at the ..... Theatre in "The Ace of the Saddle."



One-Sheet.

LOVE plays some queer pranks. One of the strangest of its capers was taking away the six-shooter of Cheyenne Harry Henderson right at the time he needed it most of anything in the world. How a gunless man defeated every attempt on his life and property until desperation caused him to "bust loose from peace" is shown in "The Ace of the Saddle," Harry Carey's latest Universal western picture, which will begin a showing at the ..... Theatre .....

"SAN FRANCISQUITO CANYON" may be less difficult to pronounce when the private stocks are exhausted, but at present the ranchers near there are seeking to have the name changed to "Carey Canyon." Carey Canyon, as it will probably be called, is located near Los Angeles. Harry Carey, who lives there, is starring at the ..... Theatre in his latest Universal photodrama, "The Ace of the Saddle."

RATHER than make a personal appearance at the Superba Theatre in Los Angeles, where hundreds of his admirers were waiting, Harry Carey, the Universal star, sent down his famous collection of guns and bowie knives as a lobby display. Such bashfulness, however, is not in evidence in "The Ace of the Saddle," Carey's latest picture, now showing at the ..... Theatre.

Twenty-four-Sheet for "The Ace of the Saddle."

"The FIGHTING HEART"

2-Reel WESTERN

featuring

HOOT GIBSON and JACK PERRIN

TWO-REEL subjects, such as the Universal has been releasing, are proving bigger drawing cards TODAY than they did in the time when short subjects were THE best things on exhibitors' programs. This latest two-reeler—"THE FIGHTING HEART," is another example of what Universal can do in short stuff. See this and ask to see ALL the former two-reelers released in the past few months. Your exchange manager will give you a genuine surprise. Book this release and book them all as fast as they are on the market, thru

ANY UNIVERSAL EXCHANGE

Extraordinary Results!

ACHIEVED BY HUNDREDS OF EXHIBITORS WITH

"THE LURE OF THE CIRCUS," with Eddie Polo, is breaking all box office serial receipt records.

IT is making MORE MONEY for exhibitors with less effort than any serial in years.

JUST book it and announce it and watch your crowds pour in for eighteen straight weeks. IT'S GREAT!!!

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Have you THE UNIVERSAL "The RED FEATURING

See what other ex

Read the letters published here. They constitute but a few of hundreds received on "THE RED GLOVE." Here are facts on which YOU can base your booking on—"THE RED GLOVE." If what these exhibitors have said in their letters doesn't convince, read no more and forget about it, for when PROFITS don't interest you there's no use trying to convince you.

"It isn't often that an exhibitor can count on a sure thing week in and week out, but I was able to for months running when I played "The Red Glove." After the first two weeks I knew that there were sixteen weeks of security ahead of me. It never failed. Each episode was a sure thing."

JOHN WITTMAN,
Eldorado Theatre,
Wilkins Avenue and Freeman St., Bronx.

"I'm doing a wonderful business with 'The Red Glove.' I always do with your serials, because I use them all, as you know, but this is exceptional. I thought you'd be glad to know about it."

HENRIETTA SCHNIER,
Central Theatre,
771 Ninth Ave., New York City.

"It's the honest truth, I pretty nearly need the police on my 'Red Glove' days. Business is great. I've never had anything that went over better. It's going so well that I don't know whether to be pleased or not; the crowds have been almost too big to handle."

I. FELDMAN,
Manager Alhambra and Photo Lyceum Theatres,
Brooklyn.

Played SERIAL WINNER "GLOVE"

MARIE WALCAMP

hibitors are doing

"The Red Glove" played in our circuit of six theatres and has been a winner, indeed. Our experience has been that Universal serials topped all that are on the market. "The Red Glove" beats anything that came before it.
SHEFFIELD THEATRE CIRCUIT.

"We couldn't say anything too good about 'The Red Glove.' The kids in our neighborhood—and there are plenty—were plumb crazy about it. We never worried whether the feature would draw on the days of "The Red Glove." The serial packed them in." ROSEN BROS.,
Garden and Nassau Theatres, Brooklyn.

"I am tickled to death with the success I am having with 'The Red Glove.' I have been a showman in a good many cities in these United States, but I never did better anywhere with any kind of show than I am doing right now with your Marie Walcamp serial. I tell everybody I meet. More luck to you." STANLEY McINTOSH,
Lyric Theatre, Rahway, N. J.

If these letters impress you, call at your nearest Universal Exchange and ask that—"THE RED GLOVE" be projected for you. If you don't book it after seeing it, we'll lock the door and throw the key away. MAKE ARRANGEMENTS TO REVIEW IT IMMEDIATELY.

ALL UNIVERSAL EXCHANGES

GIVE 'EM WHAT and watch your

All you have to do to make money is to

give people what they want. And there never was a time when they wanted the new, the interesting, the strange, the surprising as badly as they want it now. Give them a reel that covers a number of subjects—nothing long drawn out, all just the right length, all new, all absorbing. Give them the

NEW SCREEN MAGAZINE

Everything new in Science--new in Fashions

—new in Nature Study—the very latest in Inventions, Art, Health and Beauty Hints—strange Animal Life, Trick Photography—the brand new "Futurist Movies" and hundreds of other fascinating novelties of the screen never before shown. That's what they want—as testified to by the letter herewith. Give it to them and see your profits go up with a big jump. Do this now!

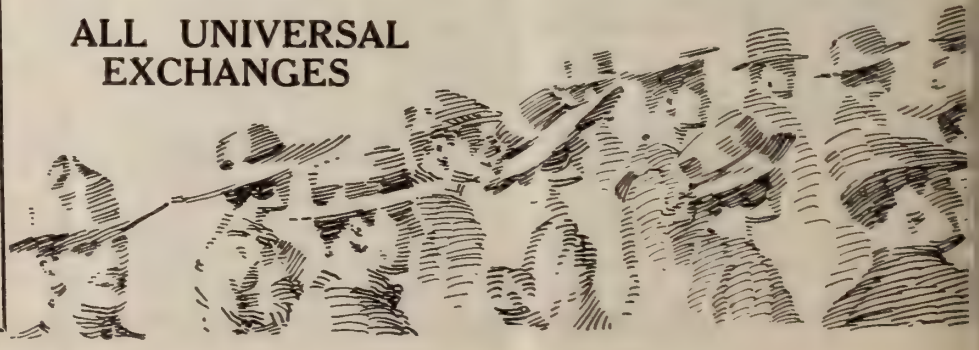
From the Savoy Theatre, New York.

"We have been using the NEW SCREEN MAGAZINE in all our theatres ever since this reel was made and have found it to be one of the most satisfactory single-reel subjects we are using on our program."

READ THIS LETTER

See any reel of the NEW SCREEN MAGAZINE at any Universal Exchange, and you'll see the surest way to fascinate your patrons and establish steady attendance. Only the newest and only while it's new.

ALL UNIVERSAL EXCHANGES



THEY WANT !
profits increase
NEW SCREEN MAGAZINE
Shown Here Every Week

Carl Laemmle

Dorothy

Brilliant Star of "Th

DES

The Production tha
of People into Theatre
before. A productio
far and away above
Pictures unusuall
appointment your nea
Exchange will exhibit th

Offers

Phillips

Heart of Humanity" in

TINY

s bringing Millions
hat never were there
of Power that towers
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SYNOPSES OF INTERNATIONAL NEWS No. 31 AND CURRENT EVENTS No. 31.

International News, No. 31.

A Thrill a Second in Daredevil Stunts at Cowboy Revival.—Cheyenne, Wyo.

Sub-Titles.—This is Fred Stone's idea of a little rest from the cares of the stage. Pauline never had any perils like this.

Women Land Army Gathers Pear Crop.—Male help being short, these New York State girls apply lessons learned in the war.—*Marlborough, N. Y.*

Sub-Titles.—For the modern girl the plow is as simple as the darning needle. Nature's colors don't wash off. All work and no play makes Jill a dull girl. Pears, with the tang of God's country, for the benighted city.

World War Heroes Ready for Trouble of Mexican Border.—Camp Mills, N. Y.

Sub-Titles.—Boys of 60th Infantry, veterans of many battles in France, entrain for the South. Capt. Samuel Woodfill, who slew 19 Germans single-handed, and his gallant men. Capt. Woodfill and Major E. C. Allworthy. The latter swam the Meuse with his men. Both hold the Congressional Medal of Honor, the D. S. C., Croix de Guerre and Legion of Honor. Off for Camp Gordon.

Housing Problem no Worry to Zoo Inmates.—"Prince" the lone seal of Central Park, takes up outdoor quarters for the hot spell.—*New York City.*

Sub-Title.—Southern exposure, open plumbing, shower baths—all modern improvements.

Hindus Honor Head of New Irish Republic.—President de Valera is presented with a sword and flag.—*San Francisco, Cal.*

Sub-Titles—President de Valera addresses ship-yard workers, urging the freedom of Ireland. "Three cheers for President de Valera and a free Ireland!"

Lost Your Eye? Lots Did At This Blonde Beauty Show.—Venice, Cal.

Sub-Titles.—"Quick, Watson! Some hair oil and a bottle of grape juice!" Miss Gladys Geelan, winner of the grand prize for the loveliest locks in Southern California. The Misses Peggy and Maude McHugh—twin prize winners.

Prayers Ascend for Russia at Shrines in Desert Snows.—On the Dvina River, Russia.

Sub-Titles.—Venerable priests of the Greek church lead the procession. A sign amid the icy waste where prayers are offered for the return of peace and order. A freight-car village replaces homes ravages by unending war. Even in the bleak waste cleanliness is prized. Food is scant and this market supplies only bare necessities. The spirit of childhood remains uncrushed.

The Last of Mexico's Michael Angelos.—This lone worker, Francisco Varges, keeps alive the beautiful art of "sculpturing" in wax—*Juarez, Mex.*

Sub-Title.—Mexican types, reproduced with marvelous fidelity to detail, although the beeswax figures are only eight inches high.

Three Marshals of France Pay Tribute to Heroic Poilus.—Paris, France.

Sub-Titles.—President Poincaire receives Marshal Foch at the Hotel de Ville. "Papa" Joffre, the ever-smiling victor of the Marne. Marshal Foch, Marshal Joffre and President Poincaire. President Poincaire and a battle-scarred banner of Verdun. A marshal of France—and a poilu. The fourragere or shoulder cord, adjusted by Marshal Foch himself. Marshal Petain contributes to the proudest moment of this heroic poilu's life.

Current Events, No. 31.

Traffic Hardship in Russia Adds to Nation's Troubles.—Murmansk, Russia.

Sub-Titles.—Miles of rolling stock is rendered useless for many months by perpetual snows. The reindeer is almost as tireless as the flivver and as he eats moss, the upkeep is less. The pony express—often stalled in the snowy waste. Amid this desolation, give Mrs. Eskimo an American cigarette and she is ineffably happy. The ever-faithful dog — imported from Alaska—does his best to solve the traffic problem. And if other means fail, a skilled traveler can cover many miles on a pair of trusty skiis. Ice-bound seas tie up shipping the greater part of the year.

The Joy of Life in Dances That Ne'er Die.—Fads of the moment leave undaunted the beautiful art of the Greeks as practiced by Miss Helen Moller's pupils.—*Mt. Kisco, N. Y.*

Great U. S. Airplane Wrecked by Lightning.—Hangar at Hazelhurst Field, a massive structure of steel, turned into a mass of ruins by storm. —*Mineola, L. I.*

Sub-Title.—The great Martin bomber, intended for the first-transcontinental flight, and a new Caproni—now wrecked.

East is West and West is East When it Comes to Babies.—Boston, Mass. and Long Beach, Cal.

Sub-Titles. — 600 New England mothers—each with the "best baby in the U. S. A." The scales show that even in Boston they are not all brains. The champion of champions—Miss Virginia Kenny and her proud mother. And 3,000 miles away, Long Beach, Cal., proves that all the champions are not in the East. In a class by themselves—when it comes to Wild West stock. The California climate brings them out in doubles. Has the Golden Gate anything to beat this basket of peaches?

I. W. W. Leaders Cause Arrest of 300 Noted Citizens (Omitted from Philadelphia).—*Bisbee, Arizona.*

Sub-Titles.—Business men and City officials furnish bonds to answer charges of illegally deporting Industrial Workers of the World. Even the Chief of Police is arrested—Judge Jack reading the warrant to Sheriff McDonald. The president of the local bank and its directors lock up while they go to see the sheriff. At the bar of justice—all of Bisbee's busy citizens.

War's Trials Not Over for These Americans.—Yank steeds and steers must brave long sieges of sea sickness to help struggling Belgium.—*New York City.*

Sub-Titles.—Healthy appetites now —but wait till old-mal-de-mer gets 'em. Going aboard the steamer Michigan in mid-stream.

Baby-Tank Shows How It Knocked 'em Dead on the Meuse.—Seattle, Wash.

Sub-Title.—A battering ram does the trick and the "machine-gun man" is kaput!

Tennis Stars Compete in Fast Tournament.—R. Norris Williams II and Watson M. Washburn defeat Craig Biddle and Charles Garland for Eastern sectional championship.—*Boston, Mass.*

Kabinet Kiddies.—Jack, Betty and Peggy Baker are just every-day Americans—that's what their mother, Mrs. Newton D. Baker, rears them to be.

Sub-Title.—And their dad, the Secretary of War, keeps in trim with the tennis racket.

Troops With Fixed Bayonets Awe Race Riots in Chicago.—Chicago, Ill.

Sub-Title.—Mounted Police, co-operating with the military, escort to safety negroes rescued from the hands of the mob. Police drive a mob from the streets.

Lieutenant-General Hunter Liggett Honored by His Home Town (Special for Philadelphia only).—*Reading, Pa.*

Sub-Titles.—Shriners pay tribute to the noted guest. General Liggett reviews the parade with Mayor Edward Filbert. Polish women pass by. Among old friends.

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"ALL NIGHT"
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"THE CITY OF TEARS"
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"THE MARRIAGE LIE"
"THE WINE GIRL"
"THE GIRL IN THE DARK"
"THE WIFE HE BOUGHT"
"MY UNMARRIED WIFE"
"THE LASH OF POWER"

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"THE SEA FLOWER"

Marie Walcamp in
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"FLIRTING WITH DEATH"

Lois Weber in
"SCANDAL MONGERS"

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"DANGER WITHIN"

Louise Lovely in
"A RICH MAN'S DARLING"

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"FACE VALUE"
"PRINCESS VIRTUE"

Fritzi Brunette in
"THE SEALED ENVELOPE"
"THE VELVET HAND"

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"THE SCARLET CAR"
"THE WINGED MYSTERY"
"ANYTHING ONCE"
"A STORMY KNIGHT"

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"A MOTHER'S SECRET"
"MY LITTLE BOY"
"THE SPOTTED LILY"

Francis Ford in
"THE CRAVING"

Rupert Julian in
"MYSTERIOUS MR. TILLER"
"MOTHER O' MINE"

Edith Roberts in
"A TASTE OF LIFE"
"SET FREE"
"LOVE SWINDLE"
"THE DECIDING KISS"

Monroe Salisbury in
"THE MILLIONAIRE PIRATE"
"HUGON THE MIGHTY"
"THAT DEVIL BATEESE"
"THE EAGLE"
"WINNER TAKES ALL"
"THE SAVAGE"
"THE DESIRE OF THE MOTH"
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"THE RED, RED HEART"
"HUNGRY EYES"
"HANDS DOWN"

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